

# Tips & Tools: Resources for Outreach



## Tips & Tools

### **Creating Local Outreach Materials**

Need help developing outreach materials for your audience? Visit this chapter to get helpful tips and access templates for fliers and other turn-key handouts.

### **Evaluating Your Local Outreach Project**

Measuring the success of your outreach is important for partnership development, reporting and securing new funding. This section provides ideas for evaluating a variety of outreach projects.

### **Spanish-language Glossary**

Having trouble figuring out how to translate a government acronym? Or if there are multiple translations for the same word? This English to Spanish language glossary provides a thorough list of SNAP related words.

### **Resources**

Learn About SNAP resources, including the new Community Hunger Champions DVD. Also includes lists of regional FNS contacts, in case you need additional technical assistance.

# Creating Local Outreach Materials

The Food and Nutrition Service (FNS) Web site contains materials that are generic, free, and available for order or download at <http://snap.ntis.gov/>. They may be customized with a sticker or a rubber stamp to add your organization's name and phone number or other contact information. In the event that these materials do not meet your need, there is an abundance of existing materials available at the local and State level that complement FNS informational materials. A [community needs assessment](#) can help you learn what local materials other organizations are using. However, there will still be times when you must create your own. This guide is designed to help you.

## Before you begin...

*Please keep in mind that not all State agencies use the Federal name, SNAP. Some States have their own name and you will need to make sure your materials reflect the State name.*

Before embarking on an outreach effort in your community, it's important to develop partnerships with local SNAP offices for a number of reasons, including:

- SNAP offices may be willing to provide State informational materials, including application forms. These may contain State-specific information about Program requirements.
- SNAP offices that know about local community outreach efforts can plan to handle the increase in telephone calls or applications.

## Step 1 Make a plan.

Describe:

- Who is your target audience? Whom exactly are you trying to reach?
- Why is the material needed? Do other partners have existing materials that can be used?
- What information do you want to convey to your audience? Do you have a call-to-action? What is the best format to convey information (e.g., brochure, flier, insert, poster, or newsletter) and do you need multiple sizes (e.g., quarter, half, or full page)?
- What languages will be needed? Who will translate? Do you need to consider transcreating? (Transcreating goes beyond directly translating and considers tone, images, and cultural sensitivities.)
- Will you need images? Can you use photos from the FNS gallery. Do you have your own photographs or will you need to purchase stock photography? Will you develop original photography?
- When are the materials needed? Create a timeline and account for holidays. Determine clearance process. If materials are complex, multiple rounds of review should be considered in your timeline.
- Who will develop the written content? Does it require approvals? If so, by whom?



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A **call-to-action** is what you want your audience to do with your information, such as call a certain toll-free number, go to a Web site, or attend an event.

- Who will design the materials? Do you have the software you need to do the design? Will you need to purchase a software program?
- Who will proofread and edit the materials?
- Will the resource be in black and white or multicolored? (Multi colored documents tend to cost more money.)
- How will they be duplicated or produced (desktop printer, copy shop or in-house copier, or commercial printer)?
- Where, how, and by whom will they be distributed?
- How will you incorporate organizational or program branding? Do you need to account for co-branding?

## Step 2 Create a budget.

- List all of your items that require funding (e.g., writing and/or translation fees, photography, software, design, printing, postage, distribution fees, labels, etc.)
- If you have the funds to implement your plan, you are ready to go! If not, you will want to go back through your plan and see where you can cut costs. *NOTE: If you need to create original photography, you may need to budget talent costs.*

## Step 3 Implement your plan.

Once you have developed your plan and timeline and set aside a budget, it's time to put your plan into action. Developing a material or resource can take some time and energy. If you are pulled in many directions, you may want to assign the task or get someone to help you.

### How To Develop Written Materials

- Write for a low-literate audience. Keep text short, simple, and to the point. Stay focused on what's important to convey in the piece and remember to include your call-to-action.
- Make sure to place the contact name, phone number, toll-free number, and Web site in a prominent spot.
- If quoting someone, be sure to include name of the person, his or her title, and organization.
- Edit and proofread materials. Make sure to get someone else to proofread the draft.
- Test the materials with members of your audience, if possible – both in the draft and design stages. You can do this by giving them a copy of your material to read and asking them if it is easy to understand; or by reading your material to two to three people. Encourage your audience to feel comfortable making suggestions.
- Obtain approvals, if needed.

## How To Design Materials

- What software, if any, will be used?
- Browse through similar materials to get ideas. Look at the materials on the FNS Web site for ideas.
- Design in the best format for your audience (size, length, orientation, kind of binding, if any).
- Will you include pictures, graphics, or recipes? These elements add life to your materials and capture the attention of your target audience, making them more likely to take the piece and read it.
- Consider fonts and sizes. For materials geared to seniors, use a larger size such as 12-point. This font size is also suggested for low-literate audiences. Use fonts that are easy to read such as Arial, Calibri, or Times New Roman.
- Don't be afraid to use a lot of white space in your design—this is especially important for seniors. Don't develop materials that are too busy—your message will get lost.
- Use color. Your budget will determine how much color you can use.
- Create your layout. Sketch out ideas and play around with pictures, fonts, font sizes, color, shading, contrast, space, etc. If using color fonts, borders, pictures, etc., consider what color paper will be used.
- Is your message clear? How about your call-to-action and your brand?
- Promote those partnerships! More than one art image (logo) can be used.
- Check for accuracy. Proofread carefully for typos and grammatical or syntax errors, and make final edits before getting approvals.
- Obtain approvals, if needed.



### Download

Check out the free photos at SNAP-Ed Photo Gallery [http://grande.nal.usda.gov/foodstamp\\_album.php](http://grande.nal.usda.gov/foodstamp_album.php).

Also feel free to use the recipe finder at <http://recipefinder.nal.usda.gov/>.

## How To Handle Duplication or Printing

- Run test copies to see if the layout needs to be revised.
- If submitting to a printing company, make sure directions are clear: communicate number of copies needed, dimensions, paper weight, paper color, and colors of ink. Specify packaging; for example, should materials be wrapped in specific quantities? Or perhaps it would be helpful to have single sheets bound as tear-offs in pads.
- Ask for proofs and approve them before the job is run. You may want to go to a press inspection to approve the product as it comes off the press.

# Templates

The following Microsoft Word fill-in-the-blank templates are provided to help you develop your materials. You may also want to check out templates in desktop publishing software for newsletters, fliers, brochures, or other types of materials. Knowing your budget before you start is important as it can affect the design of your product.

These templates assume your State is using the new Federal name, SNAP. If your State is not using the new name, you should use your State name. The templates also allow you to pick and choose what information you might want to include in your materials.

If you plan to include specific eligibility information and you are crafting the language, you should share draft materials with your local SNAP office for comment. It is important to correctly present State rules to your audience. Also, your local office may have materials you can use to develop your text or give to your customers. Check this before you get started.

If your organization has a logo, insignia, or other unique identifier, you may want to use it with your materials when appropriate. If you are partnering with several organizations that have logos, you may also want to include those graphics in your document.

# General SNAP Flier

## Farmer's Market Features Local Chefs Demonstrating Healthy Foods, Free Tastings

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**What:** [Insert name of event]

**When:** [Insert date and time of event]

**Hosts:** [List event sponsors]

**Highlights:** [Insert your message/what you want people to know]

*Example: Come see cooking demonstrations with healthy, low-cost foods and learn how SNAP might help with your food budget. SNAP is the new name for the Federal Food Stamp Program—the Program that helps people with low incomes buy all sorts of foods such as fruits, vegetables, and low-fat milk products.*

*Find out if you might be eligible and learn how to apply. In these tough times, you or someone you know might benefit from SNAP.*

**Location:** [Insert address]

**Directions:** [Optional]

**For more information call** [Insert toll-free number] **or visit our Web site at** [Insert local Web address]

# Flier for Newly Unemployed

## Location of SNAP Office and Steps To Apply

### ***What is SNAP?***

SNAP is the Supplemental Nutrition Assistance Program. It's the new name for the Federal Food Stamp Program. This program helps people who have lost their jobs eat right when money is tight.

### ***How can I find out if I am eligible for benefits?***

Go to [Insert local/State pre-screener Web site or <http://www.snap-step1.usda.gov/fns/>] or visit us at [Insert local event with date, time, and location, if applicable].

### ***How can I get an application form?***

Pick up an application form at [insert location of outreach provider or event] or at a local SNAP office. If your State has an online application form, you may use it or you can have a form mailed to you.

### ***Can I get help filling out the application form?***

If you need help completing the form, you can call [insert contact information for your organization, other outreach provider, or local SNAP office].

### ***What papers should I bring to the interview with the SNAP worker?***

The SNAP worker will need papers from you to verify your name, address, household income, and expenses. These might include your rent receipt, utility bill, child or elder care receipts, or pay stubs. The SNAP worker will calculate your household income and will subtract allowable expenses such as rent, utilities, child or elder care, or medical bills (if you are elderly or disabled) to determine how much food help you might be eligible to receive. Having the right documentation with you can speed up the process.

### ***Questions?***

[Insert name of contact, phone number, Web site, or event information. You may also want to provide local office information or distribute flier showing location(s) of local SNAP offices].

### ***Location of SNAP office:***

[Insert address, hours of operation, phone number, Web site, directions (optional)].

*NOTE: Some local offices have more than one location. Your form should list only local offices that are part of your project. If your project will involve all local offices, please list the office locations, who should apply at what office (offices may be divided by ZIP code), and business hours. If possible, include local contact information for each office.*

*If there are multiple offices, you may want to develop a flier or insert showing above information.*



# Flier for Low-Income, Low-Literate Persons, p. 1

## **Need Money To Help Buy Food? Check Out SNAP.**

### ***What is SNAP?***

The Supplemental Nutrition Assistance Program, known as SNAP [Insert name of your State Program, if SNAP name is not used], is the new name for the Federal Food Stamp Program. SNAP helps people with little or no income buy all sorts of foods including fruits and vegetables.

### ***Can I get SNAP benefits?***

- To receive benefits, your income and resources have to be under certain limits.
- People with lower incomes receive more benefits.
- When determining your income, the local SNAP office worker subtracts allowable expenses such as rent, utilities, child or elder care, or medical bills (if you are elderly or disabled) to find out how much food help you will get.
- Resources include the amount of money you have in bank accounts.
- [Insert State-specific information. Your State may be using broad-based categorical eligibility. You may wish to tailor communication for households receiving Supplemental Security Income (SSI) or Temporary Assistance for Needy Families (TANF)]

### ***How can I tell if I might be eligible?***

Go to [Insert local/State pre-screener Web site or <http://www.snap-step1.usda.gov/fns/>] or visit us at [Insert local event with date, time, and location, if applicable].

*[Suggested language for prescreening tool: Answer the questions as thoroughly as possible. You will find out if you might be eligible and how much you could receive. The prescreening tool is not an application for SNAP benefits. To know for sure if you are eligible, you must fill out an application form and turn it in to your local office.]*

# Flier for Low-Income, Low-Literate Persons, p. 2

## ***How do I apply for benefits?***

- Get an application form from [insert information on where they can get form].
- Fill out the application form as best as you can.

*[Optional: You may wish to offer assistance here and provide information on your organization.]*

*[Optional: You might remind the applicant to be sure to put his/her name and address on the application and sign it, and advise him or her to fill out at least the first page and leave it at the local office—doing this starts the application process.]*

- Return the application to the local office by mailing, faxing, or bringing it in, or applying online (in some States).
- Arrange for an interview with a SNAP worker.  
*[Optional: Include information such as use of authorized representatives or telephone interviews.]*
- Bring papers to the interview such as pay stubs, rent or mortgage payments, utility bills, child or elder care bills, and child support court orders. At the interview, the SNAP worker may ask you for other papers.

## ***If I am approved, what can I expect?***

Once the SNAP worker has all of your information, you will be told if you are approved or denied.

If approved, you will be told how much you will receive and you will get an Electronic Benefit Transfer (EBT) card to use when buying groceries at the store.

## ***Questions?***

[Insert name of contact, phone number, Web site, or event information. You may also want to provide local office information or distribute flier showing location(s) of local SNAP offices].

## ***How do I find my local SNAP office?***

Location of SNAP office:

[Insert address, hours of operation, phone number, Web site, directions (optional)]

*NOTE: Some local offices have more than one location. Your form should list only local offices that are part of your project. If your project will involve all local offices, please list the office locations, who should apply at what office (offices may be divided by ZIP code), and business hours. If possible, include local contact information for each office.*

*If there are multiple offices, you may want to develop a flier or insert showing above information.*

# General SNAP Inserts

Inserts can be used by any entity in mailings, advertisements, and bulletins such as:

- utility or phone bills;
- church or other bulletins;
- payroll checks or stubs;
- advertising fliers, or
- backpacks of children.

## Do you need help paying for groceries? SNAP might be able to help.

*(Optional) The Supplemental Nutrition Assistance Program, known as SNAP (State name if not called SNAP), helps people with low income buy all sorts of foods, including fruits and vegetables.*

For more information about SNAP [enter local or State toll-free number or other contact information and local Web site address].

## Do you or does someone you know need help paying for groceries? SNAP might be the answer.

*(Optional) The Supplemental Nutrition Assistance Program, known as SNAP (State name if not called SNAP), helps people with low income buy all sorts of foods, including fruits and vegetables.*

If you or someone you know has low income or has recently lost his or her job, call for information (enter local or State toll-free number or other information and local Web site address).

# A Guide to Evaluating Your Local Outreach Project

## Section I. Overview of Project Evaluation

Evaluation means measuring progress or success. Finding out whether your outreach efforts are on target and achieving results is important for many reasons, which we discuss in this chapter. We will also suggest possible methods and tools.

Specifically, the chapter features practical, step-by-step tools to evaluate:

- Media outreach
- Paid advertising and Public Service Announcements (PSAs)
- Partnership development
- Events
- Public awareness

You are advised to look to the research and/or evaluation division within your organization or a credible third party consultant or organization for assistance with program evaluation.

This chapter is *not intended* to address evaluating the outcomes of work performed at local SNAP offices by State eligibility workers such as customer service levels, application processing time, application of policy, accuracy of approvals, or denials of applications.

### ***What is SNAP outreach?***

SNAP outreach means efforts to educate potential applicants about the nutrition benefits of the program, and to help them make an informed decision whether to apply. If a person decides to apply for benefits, outreach providers can provide further help, such as prescreening, gathering verification documents, and helping people fill out the application form.

### ***What are some evaluation tools?***

Depending on your budget, organization size, and time you wish to devote to evaluation, a variety of evaluation tools are available to you. They range from informal and free, such as creating a media coverage index and file, to more expensive and more formal tools, such as hiring a consultant or research company. Outreach evaluation doesn't have to be complicated, time consuming, or expensive. Choose the evaluation tools that best suit your program's needs, budget, and evaluation priorities.

### ***How do I select and prioritize outreach evaluation tools?***

Before selecting evaluation tools, consider your outreach project's goal, objectives, and priorities. It's important to evaluate against these so that you can demonstrate the success of your program. Focus first on evaluating the most important and robust components of your outreach project. Are your partnerships your most important priority? Then evaluate those first. Smaller, lower priority outreach activities can be evaluated next.

Other factors in choosing evaluation tools are budget, staff, and time available. The simpler the evaluation method, the less time and staff it takes. In fact, no more than one person is required to manage most evaluation tools outlined in this section.

Evaluations are based on either qualitative or quantitative measures or both. With regard to SNAP, it would be ideal to measure how many people apply and are approved or denied for benefits because of your outreach efforts. However, there are two significant reasons why looking at actual participation rates in relation to communication outreach might not be practical:

1. Your communication efforts alone may not result in successful SNAP applications – there are variables to consider. If the customer receives poor service, faces barriers such as lack of transportation to the local SNAP office or literacy issues, or simply finds he or she is not eligible once the application is submitted, that is not a reflection of your communication outreach. It's important to be clear about what you are evaluating.
2. The best way to assess participation increases will be to look at the entire program, not just your communications outreach. Consider that communications outreach can raise audience awareness about SNAP, can drive potential customers to seek more information, and can give guidance on how to apply for benefits.

Government and nongovernment organizations and communities have limited resources and many competing needs. More cost-efficient evaluation alternatives will help manage budgets while still providing information to assist in your decisionmaking.

For many outreach efforts, “softer” measures will be sufficient – such as how many people your effort reached as well as the outputs of your efforts (what happened). When put into practice, any of the methods we discuss will help you identify strategies and best practices to improve communication outreach.

The most successful communication plans are those that take evaluation into account from the beginning.

### ***How do I incorporate evaluation into outreach planning?***

Your plan should consider the scope of evaluation and how elaborate and extensive you would like it to be. If you plan to hire a consultant or research firm to design an evaluation program, it is important to involve them during the planning phase.

Your communication plan goals (broad plans) and objectives (specific and measurable outcomes) should reflect elements you want to measure.

For instance:

#### **Goals:**

- Raise awareness about the name change from the Food Stamp Program to the Supplemental Nutrition Assistance Program, SNAP
- Improve public perception of SNAP



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#### **Additional Benefits of Evaluation**

- Creates standards for success or a baseline to measure against over a period of time
- Helps your program grow and become more successful as lessons learned can be utilized to help strengthen it in the future
- Identifies duplication of efforts and strategies that work and don't work with your target audience
- Lends credibility to your organization, especially as you work to build partnerships
- Gives you a competitive edge as your organization competes for Federal grants or other funding

**Objectives:**

- Increase the number of phone calls to a toll-free number
- Increase the requests for SNAP information
- Increase the number of seniors (or another audience segment) who apply
- Improve the preparedness of potential applicants (for instance, help them gather the correct documentation to get them through the application process)

If your organization has information on a Web site, there are several other objectives you can set:

- Increase the number of unique visitors to a particular page(s) on the Web site
- Increase the number of application downloads (if the application is available online)
- Increase time on site

These can act as a starting point or benchmark to evaluate your outreach and measure success. For example, if your top communication goal is to improve public perception of SNAP, then you may define that further by establishing a more specific, measurable, timely, and quantifiable objective such as “Secure at least five positive media placements in broadcast or print outlets within the next 6 months.”

Then, as you develop the rest of your plan, be sure your communication strategy and tactics all work toward meeting these goals.

***Why should I evaluate my outreach to media?***

Media (both earned and paid) evaluation should be a part of your outreach plan. Most importantly, it will help you evaluate the success of your communications and showcase your results. This is important, if you:

- Are working to raise awareness about SNAP and educate your audience(s) about its benefits,
- Are collaborating with partners, or
- Want to position your organization for funding opportunities.

**Section II: Evaluating Paid Advertising and Public Service Announcements (PSAs)*****How can paid advertising and PSAs be evaluated?***

Advertising and PSA evaluation is about “awareness” of the ads. You will be measuring how well your ad’s key messages have reached your target audience.

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Make sure to train partners or others who will be capturing the evaluation information. It’s important that each person understand what information must be recorded, dates to submit, and who will receive it.

**Media Goals and Objectives****Inputs**

- Was there an assessment of the best media outlet for the message?
- Were selected outlets accessible to target audiences (language used, literacy level of the target population)?
- For TV and radio, did messages air during peak hours?

**Quantity**

- Number of members of the target audience you are seeking to reach
- Number of preferred outlets available in your local market
- Number of placements you are aiming to make within a specific timeframe
- Number of reporters who did not write but expressed future interest
- Number of calls to toll-free line in week following appearance of story

**Quality**

- Number of stories that incorporate your key messages; have a positive tone, publication placement (front page vs. middle of the paper), and positive images (photos, graphs, and charts) versus number of stories that are neutral or negative in tone; messages are absent; and so on. This is also called a content analysis.
- When graphics were included, did illustrations clearly communicate a key point and were they culturally relevant?

## ***What are some typical evaluation tools used for paid advertising and PSAs?***

There are several evaluation tools used to assess the effectiveness of advertising and PSA campaigns:

- **Confirm that the spots ran.** For paid advertising and donated (bonus) placements, determine whether the advertising ran. Find out what the impressions are – the number of times your ad was heard/viewed over the course of the campaign – and the estimated dollar values for all spots. The number of times your ad was heard/viewed and the dollar values are key in showcasing the success of your advertising efforts.

For PSAs, follow up with the stations to find out how often and when the spots ran. Also find out the estimated dollar value and audience impressions or number of viewers per PSA. Go to the PSA chapter for more information. Generally, airings during prime time are considered successful, as impressions and dollar value are higher. If you land a prime time spot, it's a good indication that your campaign resonated well. It's also more likely that your target audience heard/saw the spot.

- **Examine your ad's call to action.** If your call to action is to get people to call a hotline, evaluate whether the number of calls increased during your advertising period. Compare the number of phone calls during advertising times to the number of calls made during the same period in a previous year when no advertising ran. Depending on the ratio between your baseline (nonadvertising) numbers and the change during and following advertising, you can get a good indication of whether your message resonated with your audience with enough frequency and effectiveness. If the change was not significant, you may want to revisit the actual message or increase its repetition.
- **Conduct focus group sessions.** Discuss awareness of ads with focus group participants. More on focus groups later in this chapter.

### ***How do I evaluate the effectiveness of paid advertising?***

The chart below summarizes things you should do to evaluate the effectiveness of paid advertising, by advertising medium and call to action (e.g., calls to a toll-free number and visits to a Web site).

<b><i>Activity</i></b>	<b><i>Evaluation</i></b>
<b>Radio and Television</b>	Request reports and invoices on how often and when the advertisements were played, and carefully review them to ensure the advertisements were placed according to the planned schedule.
<b>Print</b>	Request “tear sheets” or copies of the ad that ran in the publication. Obtain this information from every publication in which print ads were placed.
<b>Online Banner Ads</b>	Work with the designer of both banner ads and the Web site so that click-through rates and impressions—or the number of times your ad was seen over the course of the campaign—are monitored.
<b>Outdoor Billboards and Transit Ads</b>	Request a proof of performance after the campaign is over, which includes pictures and details about the campaign.
<b>Toll-Free Number</b>	Compare the number of phone calls during advertising flights to the number of calls made during the same period in a previous year when no advertising ran. By doing so, you can determine how much more advertising has reached the target audience during the advertising period.
<b>Web Site Visitors</b>	Compare the number of hits during advertising months to the number of hits during the same period in a previous year when there was no advertising.

### ***What should I do if my organization does not get the number of spots paid for or if the print outlet doesn't run the advertisement?***

While monitoring, if you learn that a radio or television station did not deliver the negotiated number of spots, or if a print outlet did not run an advertisement on a specific date, contact the outlet and ask it to “make good” on the original advertisement by running another in its place for no additional cost.



### ***How do I measure the success of PSAs?***

Like paid advertising, the success of PSAs depends on whether your spot aired, frequency, and time of day it aired. The more times it aired during a good time slot (morning/evening drive time is the best), the greater the awareness you are creating.

If you have a toll-free number, track the success of your effort by identifying any increase in the number of calls during the period when the PSAs ran.

Another measure of success is to find out the dollar value associated with the free PSA. If the PSA had been a paid ad, what would you have paid for it to air at the times and frequency that your free PSA did? If you are working with limited funds, a side-by-side comparison of the cost savings between a paid ad and a PSA could be considered a measurement of success.

## **Section III: Media Evaluation**

### ***What is media outreach evaluation?***

Media outreach evaluation assesses the effectiveness and success of media relations. Reviewing and analyzing your media outreach and subsequent coverage allows you to find out what did and didn't work. It also gives you an opportunity to share your success. The end result does not need to be a lengthy report. It can be bulleted information or charts that help you track your efforts.

The results of media outreach efforts – how much (quantity) and what kind (quality) – are useful indicators that outreach efforts are working. If you can get your story into several local news outlets, you will reach a larger audience. But quality is just as important if not more important than quantity. Quality media coverage fully communicates your key points or messages and gives people sufficient information to make an informed decision about your program.

For example, if local negative media coverage is linking SNAP to increases in obesity rates, then your organization can intervene with a media pitch focused on the nutritional benefits of SNAP. Use the opportunity to clear up misperceptions about SNAP, share valuable resources such as the RecipeFinder, and discuss how SNAP can help people purchase healthier foods such as fruits and vegetables.

### **Steps to Evaluating Your Media Outreach**

1. **Set objectives before starting media outreach.** You will use those objectives to measure your success.
2. **Establish a starting point (baseline).** For example, before starting your campaign, record how many calls you are getting about SNAP benefits, or how much media coverage is already underway. If you do this, you can quantify future improvements and increases.
3. **Begin your analysis as soon as possible.** This should start after your media push or event.
4. **Use numbers to paint your success story.** For example, “following the launch of our media outreach, there was a 50-percent increase in media coverage compared to last year,” or, “after our appearance on the local radio show, calls about SNAP increased by 20 percent.”



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#### **Assessing Media Outreach**

Two primary ways to assess media outreach are through the quantity and quality of earned media coverage. Earned media, or free media coverage, refers to publicity gained through promotional efforts or editorial influences other than paid advertising. Earned media might come in the form of a news article, placement of an op-ed or letter to the editor, radio reader, or broadcast news segment.

5. **Use personal stories and experiences to demonstrate your success.** For example, “many clients stated that until they saw the TV story they thought they would not qualify for SNAP benefits.” In addition, use quotes from customers that support your success: “I have a job and was surprised to learn that I qualified for SNAP benefits.”
6. **Include information on the reach of a media outlet.** For example, “The article ran in the Anytown News, which has a circulation of 80,000.”
7. **Look at media coverage to determine whether you communicated your key points.** If you wanted to convey that seniors can be interviewed for benefits over the telephone, did it appear from the media coverage that people who read or heard your story understood the points?
8. **Make copies of the newspaper articles that include your contributions.** Keep a file of media coverage that you can easily access.
9. **Share articles with partners.** Articles can be kept in a folder and presented at meetings.

### ***How can I get circulation or audience numbers?***

If you secured a media placement, check the outlet’s Web site to see if it contains circulation or audience numbers. Oftentimes, that information is listed on the Web site’s “About” or “Advertising” section. In the Advertising section, you may need to look at their sales brochure or media kit. If you can’t locate the information, call the advertising department.



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For online articles or blogs, audience or circulation figures are measured by Unique Monthly Visitors to the Web site. Oftentimes, this information is available on the site (explore the bottom navigation) but, if not, drop a note to the author. The author’s byline is typically a hyperlink to his or her email.

### ***What if I’m not reaching my media outreach objectives?***

If your media outreach efforts are not yielding the results you hoped for, reexamine the news angles, pitch letters, and media lists you’re using and refine them. Try other news angles and add as much newsworthiness as possible. Edit your pitch letter to make it more compelling or shorten it if it’s too detailed. Media often prefer concise pitch letters via email. If your media lists are a few months old, the contacts might be outdated. Update your contacts by checking to see who is covering health and nutrition issues. Confirm how pitches should be submitted.

### ***How do I monitor media coverage?***

There are multiple ways to monitor for media coverage, such as:

- Check the outlet’s Web site on a regular basis. Most searches are free for any time up to a week or month.
- Buy the newspaper if you know the day the story will run.
- Use an online search engine, particularly a news-oriented one, like Google News.
- Set up a Google News Alert to monitor coverage for keywords like SNAP or your State’s program name. Google News Alerts will regularly send you coverage for the keywords you monitor.
- If you know a TV segment will air at a certain time, record the segment.

- For radio, request the date and time the segment will run and see if the outlet would be willing to send a recording. After the fact, it is very difficult to track down a radio segment.

If you regularly secure media coverage and have a budget to spend on monitoring, there are numerous professional services that will monitor media.

### ***What are some professional media monitoring services?***

If you decide to contract out your media tracking, there are a range of media monitoring services that will locate your media coverage according to specific keyword(s) you provide. The service will send you the article or segment.

- **Google News Alerts:** Select a keyword or topic of interest to you and Google will email you links to news stories on that topic. You can sign up to receive free daily, weekly, or as-it-happens email alerts.
- **Burrelles Luce:** This is a full-service provider of media monitoring for print, online, and broadcast outlets. <http://www.burrellesluce.com> or 1-866-533-1442
- **NewzGroup:** Provides comprehensive statewide press clipping services of all daily and weekly newspapers in Arkansas, Iowa, Kansas, Kentucky, Missouri, South Carolina, Texas, West Virginia, and Wyoming. <http://www.newzgroup.com> or 1-800-474-1111
- **Lexis-Nexis:** This is probably the most comprehensive online database of full-text news and magazine articles, but it is also among the most expensive of the available services. <http://www.lexisnexis.com>
- **U.S. Newspaper List:** If you're interested in monitoring media coverage on your own, you can search a comprehensive list of State and local media outlets at U.S. Newspaper List. Once on the site, click on your State and then city for shortcuts to your community papers and television stations. <http://www.usnpl.com>
- **Video Monitoring Service (VMS):** Provides comprehensive media monitoring services for TV, radio, blogs and social media, and online news.

### ***What is a clips index and how do I create one?***

A clips index is a listing of all your media coverage. It contains information about the outlet, reporter's name, article title, publication date, and media outlet circulation. Keeping a running list of media coverage will help you showcase your media results and reach. It's also helpful in tracking reporters who cover your program.

A clips index is created after all your media coverage has been collected. Add to the clips index on an ongoing basis to keep track of media coverage.

**SNAP Clips Index**

Outlet	Date	Article Title	Reporter Name	Circulation
<i>San Antonio Express- News</i>	3/23/2010	Child obesity initiative faces two big hurdles	Veronica Flores-Paniagua	152,156
<i>The Charlotte Observer</i>	3/21/2010	Food stamp rolls growing deeper: N.C. households that depend on food stamps have increased 45% over the last 2 years.	Matt Ehlers	167,585
<i>Telluride Daily Planet</i>	3/16/2010	Food stamp use soars in 2009 in county	Kathrine Warren	4,100
<i>Appeal Democrat</i>	3/15/2010	Food assistance programs for seniors in need	Jim Miller	20,428
<b>Total Circulation</b>				<b>344,269</b>

**What is a media file?**

A media file or clip book is a collection of all your media coverage or clips. It usually accompanies a clips index. A media file is a great way to catalog and showcase media coverage.

Follow these tips to create a media file:

1. Locate the online or print copy of the story.
2. Cut out or print off the publication title. This is also known as a flag or logotype.
3. Include the byline (reporter's name). Sometimes the byline will simply state "Staff" or a wire service like "Associated Press."
4. Include the date of publication.
5. Layout the components on a white piece of paper so that the publication title is at the top of the page, followed by the byline, date, and actual article. You may need to cut and paste some or all items.
6. Once you have all your articles laid out, put them in reverse chronological order, so that the newest articles are on top.
7. Draft a brief, topline cover memo with your final report synthesizing the results of your media outreach; include what worked as well as what could have been done better.
8. Photocopy your memo, index, and all the laid out pages for a final report.
9. File the original clips in a safe place.
10. Share with your management and partners, if appropriate.

## Section IV: Partnership Evaluation

### ***Why should I evaluate partnerships?***

Partnership activity is a useful indicator of the success of your outreach efforts. It is important to track the value of these collaborations so that you can find out what did and didn't work. You can use either process measures, outcome measures, or both, depending on the nature of your partnership.

### ***How do I evaluate partnership success?***

Partnership evaluation can be done through process measures (look at depth and quality of the relationship) and outcome measures (look at quantifiable aspects and why an activity was successful). Process measures judge how well your partnership process is working. This might cover issues including recruitment and relationships. The following are some questions you can ask yourself to evaluate a partnership's process:

#### **Partnership Process Measures**

- Has the number of partnerships increased since you began your alliance-building program?
- When you established your partnerships, did you begin with a clear list of expectations? Have partners demonstrated they clearly understand the expectations? Are those expectations being met?
- How do your partners rate the quality of the working relationship?
- Do your partners approach you with new and creative ideas for working together?
- Have your partners brought new information and expertise to the project?
- Have you seen an increase in calls to your toll-free or local number?
- If informational materials were distributed, track which were given out and how many.
- Did your partner help generate media coverage to increase the awareness of SNAP benefits? Keep track of the media clips.

Another way to evaluate partnership success is to review outcomes. This is an opportunity to evaluate whether the partnership accomplished its intended objectives. Consider these questions or factors in assessing your partnership's results:

#### **Partnership Outcome Measures**

- Work with the local SNAP office to capture information on how applicants learned about SNAP. Was it from your outreach effort? If so, does the local SNAP office feel that applicants are better prepared for their certification interview (e.g., form filled out correctly, appropriate verification documents brought in, etc.)?
- Work with the local SNAP office to assign a code (color, label, or number) for your organization. This code will be placed on all applications that your organization distributes. Ask the local office to track coded applications for you. In some instances, local offices may

be willing to provide the number of applications submitted, number approved for benefits, the number denied, and reasons for denials.

- Determine what changes in your outreach efforts have improved your ability to reach your target audience. Are the people you are reaching more receptive to one-on-one consultations? Do Spanish-speaking clients have access to an interpreter, and does that seem to improve their understanding of the application process? Has a partnership been particularly effective and, if yes, how?
- Work with your partners to put resources on their Web sites, in addition to your own Web site. Determine if there was a sizeable increase in downloads, especially if your partners promote the resources on their homepages.

## Section V. Events Evaluation

### ***What do events reveal about program success?***

Events are great ways to increase awareness, interest, and excitement about SNAP in your community. A well-attended event showcases both the effectiveness of your efforts to spread the word and the community's engagement in SNAP. Events are also a good opportunity to measure your program's reach within the community.

The success of an event depends on the type of audience that attends. When planning an event, make sure to invite the appropriate target audience.

#### **EXAMPLE**

If your audience is SNAP-eligible seniors, make sure the location is accessible (i.e., ramps, few to no steps, wide hallways, etc.) and temperature controlled, and materials are easy to read. If your goal is garnering media attention, invite reporters and make it a media-friendly event.

Choose a location that is convenient for your target audience. To reach potential customers, host the event in their community. When targeting media, the location of your event should be relevant to the issue or story being presented. Take the time to scout your location before you choose it, and visit it several times before you host your event. Make sure there is nearby parking for news vans, as crews often carry heavy equipment to and from the event site.

Consider also that your event might be more successful at certain times of the day or year, for instance when school is out and children no longer get school meals, or around the holidays when people are more sensitive to hunger issues.

For more details on event planning, check out the [Media Events](#) section.

## ***How do I evaluate event success?***

As you start planning your event, clearly communicate its objectives to your program leadership and staff to avoid any misunderstandings. For example, do you want increased visibility among community officials and/or the media? A certain number of people prescreened for SNAP benefits?

When it comes to events (and most other publicity), it's not always possible to quantify results. Rather than stating the objective as, "To earn media coverage," you might say, "To earn two articles or broadcast placements in local and statewide media as a result of the event." You can see how much easier it would be to measure your performance against this objective when it's stated in a measurable way. More ideas for setting event objectives are detailed below.

The first step to evaluating an event is to gauge whether it accomplished the objectives you established. Other measures you could examine include event attendance, number of materials distributed, and media attendance and coverage. Make sure your expectations are in line with the type of event, its objectives, and factors such as the number of attendees and event location.

The type of event will determine how you evaluate. For example, if your event involves a cooking demonstration with a taste test, you might include some evaluation cards allowing your audience to register their reaction to the samples and complete a brief quiz on the nutritional value of the recipe. A review of the cards might help gauge how well the audience understood your messages on nutrition. If media are invited to the event, you could include media attendance as a measure.

For the purposes of your evaluation, it will likely not be important to break out process measures from outcome measures. If your organization would like to do a more rigorous evaluation of your program's success, it is recommended that you either hire a consultant or third party evaluation entity. However, it's important to go into planning with some evaluation criteria in mind. So, below are suggested ideas by outreach activity:

### **Event Attendance**

- Did attendees reflect your target audience?
- Did any local officials or other important leaders attend?
- Was the turnout strong despite bad weather or did good weather encourage greater participation?
- If you were an exhibitor at a larger event, was your booth located in a high-traffic area?
- How many total exhibitors were at the event?
- Were you part of a small or large group of exhibitors?
- What kind of turnout did your booth have compared to other booths? If there was private space for people to ask questions, how did that format facilitate comfortable conversation about the SNAP application process?



### **Tips & Tools**

If you plan to hand out multiple materials at your event, consider distributing them in a bag. The bag could contain a toll-free number, Web site, or logo. This bag makes it easier for attendees to carry information and ensures that all materials are provided to each customer.

## Event Participation

- How many people came up to you to express an interest in your program or talked about the impact and benefits it had in their lives?
- If you used computers to prescreen people, how many were prescreened?
- How many prescreened people scheduled interviews at the local SNAP office?.
- If the event involved a cooking demonstration, how many people filled out positive evaluation cards on the taste of the food?
- How many recipe cards were distributed at the cooking demonstration?

## Materials Distribution

If one of your objectives was to distribute SNAP information, record the number of materials brought to the event and how many were distributed. It's much easier to track if you combine materials in a giveaway bag and track those numbers.

## Media Attendance and Coverage

- Did targeted reporters attend?
- Did reporters interview your program's leadership or potential customers?
- How extensive was their coverage?
- Did reporters convey your key points and other important information about the program?

Reference the media evaluation methods discussed earlier in this chapter for more information.

## Capturing Stories

- **Photos:** Capture the event's success and vitality. You can feature these photos in reports, presentations, or in other promotional material. If your photos show members of the public, ask those people to sign a release allowing you to use their picture.
- **Staff-attendee interaction:** Consider your team's interaction with attendees. What types of questions were asked and did staff adequately respond? Were people interested in key topics such as nutrition? Did they ask for more information regarding the SNAP application process? Was there adequate staff on hand to answer visitor questions?
- **Referrals:** If your event focused on educating people about eligibility and enrollment in SNAP, consider the reach of that message. Specifically, measure the number of referrals made to a local SNAP office.



When reporting on the outcome of the event – in addition to capturing the success of the event's activities – be sure to highlight results for event attendance, materials distribution, and media attendance if applicable. All these areas will help you paint a picture of the event's success.

*A sample event evaluation form is available at the end of this chapter.*

## Section VI: Measuring Public Awareness

### ***Why is it valuable to measure public awareness and perceptions about SNAP?***

Community awareness levels and perceptions about SNAP influence the success of your outreach efforts. What your audience knows or doesn't know can affect whether they apply for benefits or make referrals to others who would benefit from the program.

If possible, evaluate perceptions and attitudes before and after a new outreach effort to determine where perceptions started (benchmark) and how they may have changed or progressed (tracking) as a result of your outreach activities. Consider incorporating some public awareness measurement into your outreach program. It's best to plan these efforts at the outset, before a media or outreach campaign. Use the results of perception measurement tools, such as surveys or focus groups, to help you shape media messages and other aspects of your outreach activities.

### ***How do I measure public awareness about SNAP in my community?***

Surveys and focus groups are effective ways to measure public awareness. They provide direct opportunities to find out about your target audience's knowledge, attitudes, and perceptions. You can consider various options, depending on cost and the type of evaluation you're interested in doing.

In choosing a measurement tool, first decide what you want to get out of the measurement. Are you interested in insights about an outreach program's impact or are you trying to gauge perception shifts among your target audience? Depending on the tool selected, you will get different depths of response.

## Focus Groups

A focus group is a representative group of people brought together to discuss their opinions and impressions. Each group usually consists of 8 to 12 participants, and each meeting generally lasts up to 2 hours. Focus groups collect qualitative, anecdotal data. They're effectively used at the outset of a communications effort to establish program messages and to identify key messengers. However, because focus groups reach a small sample of participants, the results cannot be generalized and cannot be considered representative of an entire population. Because of this, focus groups don't tend to garner enough participation to quantify perception or attitude shifts.



### Tips & Tools

#### Understanding Your Audience's Perceptions and Attitudes About SNAP

- Helps your organization develop outreach efforts that effectively reach and educate your audience.
- Helps your organization overcome misinformation and negative perceptions by being prepared to address those issues.
- Helps your organization identify best practices to reach your target audience as well as identify what new materials might be needed.
- Gauges the success of your outreach efforts and can help you identify areas that might need improvement.

If you're interested in arranging an informal focus group and are not required to obtain Office of Management and Budget (OMB) approval, below are some key steps to follow:

1. **Draft focus group recruitment screener.** This is a list of questions you can ask potential focus group participants to ensure that the participants are members of your target audience and qualify for the group. The screener is used when calling to recruit participants.
2. **Draft focus group questions.** Because group interaction is key to the success of the discussion, the questions should be open-ended in nature, allowing for participants to offer up their own responses versus stating yes or no. To get a directional sense as to how the target audience feels, we also recommend incorporating short questionnaires. These are filled out individually and can be used as conversation starters.
3. **Secure a venue for the focus group.** The venue should have a room with a door that closes for privacy and a table that seats the number of participants comfortably.
4. **Select a moderator.** Choose someone who's very familiar with your program and the information you're seeking to obtain from the focus group. In addition, be sure to have a moderator who reflects, as closely as possible, the demographic of the focus group participants. For example, if you are speaking to an African-American audience, the moderator should also be African-American.
5. **Draft ads or other promotional items to assist with recruitment efforts.** This could be an ad you run in a community paper or a simple recruitment email you send to local partners or community organizations to help spread the word about the focus group sessions.
6. **Recruit participants.** Work with your local partners, community groups, or other organizations that reach your target audience to recruit participants. Each group should share something in common, for example, all participants in one group are eligible but not yet participating in SNAP while all the participants in another group are currently enrolled in SNAP. The goal should be to get a diverse sample of people who can share their different perspectives with you. Be sure to collect participants' phone numbers, and email and home addresses so that you can send directions prior to the session. You will need to address informed consent procedures and ethical issues. You should also place a reminder call 24 hours prior to the group date.
7. **Conduct the focus group.** If possible, have a video camera or tape recorder on hand to record the focus group. At the outset, it is important to assure participants that their participation is completely voluntary and confidential and that their names will never appear in any notes or reports.
8. **Gather focus group findings.** Focus group results can be compiled in either a Word or PowerPoint format. The structure of your analysis should follow the order of your discussion guide. Look for key themes that arise across your focus groups. Also, try to support your findings with verbatim comments from the focus groups (but do not attribute comments to any individual).



## Tips & Tools

If you are using Federal dollars to collect information (focus groups/surveys) from nine or more people, you may be required to submit a Federal Office of Management and Budget (OMB) clearance package. If you are required to complete an OMB package, determine who will prepare and submit it to FNS. Be sure to work closely with FNS while completing the paperwork. You must also plan for sufficient time to receive OMB approval, which can take 3 or more months.

If you have funds, consider working with an outside vendor to develop the OMB package (if required) and to conduct focus group sessions. Focus groups can require quite a bit of legwork.

In addition, investigate the need for an Institutional Review Board or IRB. An IRB is usually required when human participants are involved with a study and is intended to protect the rights and welfare of participants. To learn more, visit the U.S. Department of Health and Human Services Institutional Review Board Guidebook ([http://www.hhs.gov/ohrp/archive/irb/irb\\_guidebook.htm](http://www.hhs.gov/ohrp/archive/irb/irb_guidebook.htm)).

## Surveys

Surveys provide a comprehensive examination of the facts, data, or opinions around a particular topic. Surveys are good to use throughout a communications program to evaluate success. Before a program starts, surveys can be used to establish a baseline or benchmark measure of your target audiences' awareness, attitudes, and behaviors. Tracking surveys (conducted throughout and at the completion of the program) will illustrate how attitudes and behaviors are changing and may require you to make some changes to existing activities. Surveys provide quantitative data and, because a large sample size or group of people can be surveyed, surveys can be generalized and are considered representative of the target audience.

There are various types of surveys. Choose what best suits your program's interests, resources, and infrastructure. Regardless of the survey method you choose, it is important to note that survey questions tend to be more closed-ended in nature. Survey questions should relate to your outreach's key messages. For example, if messages focused on eligibility, then the questions should address eligibility.

- **Paper-and-Pencil Surveys** Paper surveys or questionnaires can be distributed in the waiting room of your office or that of a partner organization. Once you have collected all the surveys, you will need to enter them into data processing software (e.g., Excel) or you can work with a data processor to input and tabulate all the data.
- **Online Surveys** Online survey tools, like Survey Monkey and Zoomerang, enable you to create surveys based on templates of professionally designed surveys, distribute surveys, and tabulate and showcase results, in addition to other features. You can set up Web surveys on computers in your waiting room or at other key community sites (e.g., food banks or unemployment offices), or drive participants to a site to complete surveys at their convenience. If you have large database of email addresses, this tool can be very efficient from a time and cost standpoint. Another benefit of these tools is that, in most cases, the software tabulates the data for your organization and allows you to download the data into Excel to create charts and graphs.
- **Mail Surveys** If you choose this option, it's recommended that you provide a stamped, self-addressed return envelope. You will need to allow for more time to complete a mail survey.
- **Phone Surveys** Hire a vendor or have a staff member conduct a phone survey of your target audience. You may randomly select individuals to participate in your survey.



## Tips & Tools

If you do not have an internal person or group trained to design and implement surveys or focus groups, you should explore an outside vendor with this expertise. This type and level of research does require a deep understanding of ethics, data and analysis, and statistics.

## Section VII: Additional Resources

### ***How do I find third party evaluators?***

If you're interested in conducting a more formal evaluation, consider working with a third-party evaluator, such as a research company, public relations or advertising firm (they often have research arms). Third parties generally increase the credibility of evaluation as they're an unbiased, outside source. A quick online search will help you find local research companies or public relations and advertising firms. In order for evaluation to be most effective, tap these companies during your planning, before outreach is conducted, so they can establish a proper research design and methodology. Another good place to look for evaluation resources is the American Evaluation Association (AEA). The AEA provides an extensive list of firms and independent consultants who could assist in your evaluation process.

*Note: Mention of brand or proprietary names does not constitute preferential treatment or endorsement by the U.S. Department of Agriculture.*

# Exhibit / Event Evaluation Form Template

## To Be Completed by Event or Volunteer Lead

**Person Completing Form and Date:**

**Title/Organization:**

**Phone Number:**

**Email Address:**

### Event Details

Event date, time, and location:

Type of event and brief description of key activities (include name of sponsoring organization, if not yours):

How was the event promoted?

Weather on event day (please note if event was inside/outside):

### Event Attendance and Feedback

Estimated number of event attendees (i.e., number of people who registered or RSVP'd, number of materials handed out, number of tickets passed out at the entrance of the event):

Did the attendees reflect a diverse mix of people (i.e., African American, Hispanic, Caucasian, Asian, seniors) or was it skewed to a particular demographic? Was the event targeted at a specific demographic?

Estimated number of staff or volunteers working your event or booth:

# Exhibit / Event Evaluation Form Template

## Media Information

Did media attend the event? If yes, complete.

Identify media source	# of media interviews held by your organization	# of requests for future interviews	Other information

## SNAP Information

Please complete appropriate items.

# of SNAP questions	# of SNAP materials distributed	# of prescreenings conducted	# of certification interviews held by local SNAP office	# of SNAP applications distributed	# of SNAP applications collected for local office	# of SNAP interviews scheduled at local office

Did staff/volunteers provide good customer service?  
Were they informed, easily identifiable, and helpful?

What worked well at the event?

What needs improvement in the future?

## Materials Distribution

Resource Title	Type of Material	Est. # Distributed	Language(s)
Grab bags/information packets			
Pencils with toll-free number			

# Spanish Glossary

The USDA Food and Nutrition Service (FNS) Spanish-language glossary provides translations of terms frequently used in SNAP outreach. In addition, included are translations of key organizational names and terms used internally at FNS as they relate to all the nutrition assistance programs. This glossary is intended to encourage consistency and help outreach providers who are responsible for the development of new materials or the revision of existing materials. By using consistent Spanish-language terms and phrases in written materials, we can all work toward more effective resources for our Spanish-speaking clients.

## SNAP in Spanish

It is the policy of the U.S. Department of Agriculture not to translate the SNAP acronym, or the title Supplemental Nutrition Assistance Program, into Spanish or any other language. They remain in English. A description of what the program does can be rendered into any other language.

## English Acronym Use

Use of the English acronym is preferred in the Spanish translation, unless there is already a very well-known and recognized Spanish acronym (such as ONU for United Nations or OTAN for NATO). Although acronyms have been included in the Spanish column (followed by “por sus siglas en inglés”), the acronym should not be used in the translation unless it is used in the English version. The first mention of an acronym will always be followed by “por sus siglas en inglés.” Style is thus: “El Servicio de Comercialización Agrícola (AMS, por sus siglas en inglés)...las reglas del AMS....”

<i>English</i>	<i>Spanish</i>
<b>A</b>	
<b>Able-Bodied Adults Without Dependents</b>	adultos sanos sin dependientes (ABAWD, por sus siglas en inglés)
<b>address</b>	dirección
<b>administered at the Federal level by the Department of Agriculture</b>	administrado a nivel federal por el Departamento de Agricultura
<b>administering agency</b>	agencia administrativa
<b>Administration for Children and Families (ACF)</b>	Administración para los Niños y las Familias (ACF, por sus siglas en inglés)
<b>Administration on Aging (AoA)</b>	Administración de Asuntos de Adultos Mayores (AoA, por sus siglas en inglés)
<b>adult day care center</b>	centro de cuidado diurno para adultos
<b>advisory (press)</b>	aviso (de prensa)
<b>advocates</b>	organizaciones promotoras, organizaciones defensoras
<b>afterschool care program</b>	programa de cuidado después de la escuela
<b>Agency Director</b>	Director de Agencia
<b>Agricultural Marketing Service (AMS)</b>	Servicio de Comercialización Agrícola (AMS, por sus siglas en inglés)
<b>Agricultural Research Service (ARS)</b>	Servicio de Investigación Agrícola (ARS, por sus siglas en inglés)
<b>agricultural surpluses</b>	excedentes agrícolas
<b>Agriculture and Consumer Protection Act of 1973</b>	ley de protección de la agricultura y del consumidor de 1973
<b>Alexandria</b>	Alexandria
<b>allocation</b>	asignación
<b>allotment</b>	asignación
<b>American</b>	estadounidense
<b>American Commodity Distribution Association (ACDA)</b>	Asociación Estadounidense de Distribución de Comestibles Básicos (ACDA, por sus siglas en inglés)
<b>Animal and Plant Health Inspection Service (APHIS)</b>	Servicio de Inspección de Salud Animal y Vegetal (APHIS, por sus siglas en inglés)
<b>applicant</b>	solicitante
<b>application</b>	solicitud
<b>apply</b>	solicitar
<b>appropriated funds</b>	fondos asignados

### Regional Names of Foods

*NOTE: The USDA Food and Nutrition Service prepared this glossary for its internal use in communicating with a wide variety of Hispanic audiences from different Spanish-speaking ethnic backgrounds. Other users may prefer to alter the approach expressed in the following paragraph by customizing vocabulary and usage to their specific audience.*

Often a food, such as a fruit or vegetable, will have completely different names in different countries. Use the Mexican name first, followed by the next most common name in parentheses (for example, “cacahuete (maní)” and “durazno (melocotón).”

### Appropriateness for Audiences in the United States

Translations included in this glossary are for use within the United States, unless otherwise noted. Please be aware that the reader will need to apply any instructions in the copy as it relates to this country. For example, if the text advises the reader to look for salt that is labeled “iodized salt,” it is not going to do him or her any good to look for “sal yodada” in the grocery store. This should be rendered with the Spanish translation first, followed by the English term in parentheses, viz. “sal yodada (‘iodized salt’).”

### Other Glossaries

The translator may know of, or discover, other glossaries that can supply needed terms. For instance, the Social Security glossary at <http://www.ssa.gov/espanol/glossintro.html>. We would appreciate any others being called to our attention, especially in the case of a word or term that differs from our own translation but seems to be more common or useful.

### A Living Document

A glossary is a living document and needs to change as terms, phrases, and names come and go. We recommend that users research the Spanish names of organizations to confirm their own preferred usage. We will be grateful for notification of any such changes, as well as for suggestions of additions to the glossary or other improvements. Please send an email with “Glossary Suggestion” as the subject to [SNAPoutreach@fns.usda.gov](mailto:SNAPoutreach@fns.usda.gov).

<b>English</b>	<b>Spanish</b>
<b>A</b>	
<b>appropriation</b>	asignación
<b>approved areas</b>	zonas autorizadas
<b>Area Agencies on Aging (AAAs)</b>	Agencias Regionales de Adultos Mayores (AAAs, por sus siglas en inglés)
<b>assist</b>	asistir
<b>authorize</b>	autorizar
<b>avail</b>	servir
<b>average</b>	promedio
<b>B</b>	
<b>back to the top</b>	regresar arriba
<b>behavior-focused</b>	enfocado en la conducta
<b>best if used by</b>	fecha óptima para consumo
<b>beyond</b>	más allá de
<b>billion</b>	mil millones (10 <sup>9</sup> )
<b>bonus commodities</b>	comestibles básicos extra
<b>breakfast program</b>	programa de desayunos
<b>briefing</b>	sesión informativa
<b>C</b>	
<b>caseload</b>	casos acumulados, número de beneficiarios
<b>Census 2000 Supplementary Survey (C2SS)</b>	Encuesta Complementaria al Censo 2000 (C2SS)
<b>Census Bureau</b>	Oficina del Censo
<b>Center for Nutrition Policy and Promotion</b>	El Centro de Políticas y Promoción de la Nutrición (CNPP, por sus siglas en inglés)
<b>Centers for Disease Control</b>	Centros para el Control y la Prevención de Enfermedades (CDC, por sus siglas en inglés)
<b>centralization of food orders</b>	centralización de órdenes de alimentos
<b>checklist</b>	lista de verificación
<b>Child and Adult Care Food Program</b>	Programa de Alimentos para el Cuidado de Niños y Adultos (CACFP, por sus siglas en inglés)
<b>Child Care Food Program</b>	Programa de Alimentos para el Cuidado de Niños
<b>child care centers</b>	centros de cuidado infantil
<b>child nutrition</b>	nutrición infantil
<b>Child Nutrition Commodity Support Program</b>	Programa de Apoyo de Comestibles Básicos para la Nutrición Infantil



<b><i>English</i></b>	<b><i>Spanish</i></b>
<b>C</b>	
<b>Child Nutrition Division</b>	División de Nutrición Infantil
<b>Child Nutrition Programs</b>	Programas de Nutrición Infantil
<b>City Health Inspectors</b>	Inspectores de Salud Pública de la Ciudad, Sanidad
<b>click here for a printer-friendly version</b>	haga clic aquí para obtener la versión para imprimir
<b>click here for more information</b>	haga clic aquí para obtener más información
<b>Schools/CN Commodity Support Program</b>	Programa de Apoyo de Comestibles Básicos para Nutrición Infantil y Escolar
<b>Code of Federal Regulations</b>	Registro de Códigos Federales (CFR, por sus siglas en inglés)
<b>commercial labels</b>	etiquetas comerciales
<b>commodities</b>	comestibles básicos
<b>commodity (noun)</b>	comestible básico
<b>Commodity Acceptability Progress (CAP) Report</b>	Informe Estatal Acerca de la Acceptabilidad de Comestibles Básicos (CAP, por sus siglas en inglés)
<b>Commodity Complaint Hotline</b>	Línea Directa para Quejas sobre Comestibles Básicos
<b>Commodity Fact Sheets</b>	Hojas de Datos de Comestibles Básicos
<b>commodity food</b>	alimentos básicos
<b>Commodity Food Network (CFN)</b>	Red de Comestibles Básicos (CFN, por sus siglas en inglés)
<b>Commodity Partner Agency</b>	Agencia Asociada de Comestibles Básicos
<b>Commodity Procurement Program</b>	Programa de Obtención de Comestibles Básicos
<b>Commodity Program Disaster Manual</b>	Commodity Program Disaster Manual (Manual de Comestibles Básicos para el Programa de Situaciones de Desastre)
<b>Commodity Supplemental Food Program (CSFP)</b>	Programa Suplementario de Comestibles Básicos (CSFP, por sus siglas en inglés)
<b>Commonwealth of the Northern Mariana Islands (CNMI)</b>	Mancomunidad de Islas Marianas del Norte (CNMI, por sus siglas en inglés)
<b>community</b>	comunidad
<b>community action agencies</b>	agencias de acción comunitarias
<b>community organization</b>	organización comunitaria

<b>English</b>	<b>Spanish</b>
<b>C</b> <b>community worker</b>	consejero(a)
<b>congregate feeding</b>	comidas en grupo
<b>congregate nutrition services</b>	servicios de nutrición en grupo
<b>congregate setting</b>	facilidad de alimentación en grupo (depends on context)
<b>conservation</b>	conservación
<b>contact</b>	contacto
<b>Contact the USDA Food and Nutrition Service Public Information Staff</b>	Contacte la Oficina de Información Pública del Servicio de Alimentos y Nutrición del USDA
<b>cooperating organization</b>	organización colaboradora
<b>Cooperative State Research, Education, and Extension Service (CSREES)</b>	Servicio Cooperativo Estatal de Investigaciones, Educación y Extensión de Usda
<b>cost</b>	costo
<b>Cost of Living Adjustment (COLA)</b>	Ajuste de Costo de Vida (COLA, por sus siglas en inglés)
<b>CSFP Elderly Food Package Review Team</b>	Equipo de Revisión del Paquete de Alimentos para Adultos Mayores
<b>D</b> <b>day care center</b>	centro de cuidado diurno
<b>Department of Agriculture</b>	Departamento de Agricultura
<b>Department of Agriculture Food and Nutrition Service</b>	Servicio de Alimentos y Nutrición del Departamento de Agricultura
<b>Department of Defense (DOD)</b>	Departamento de Defensa (DOD, por sus siglas en inglés)
<b>Department of Health and Human Services (DHHS)</b>	Departamento de Salud y Servicios Humanos (DHHS, por sus siglas en inglés)
<b>Department of Homeland Security (DHS)</b>	Departamento de Seguridad Nacional (DHS, por sus siglas en inglés)
<b>Department of Labor (DOL)</b>	Departamento del Trabajo de EE.UU. (DOL, por sus siglas en inglés)
<b>dependent care deduction</b>	deducción por cuidado de personas dependientes
<b>designated service areas</b>	zonas de servicio designadas
<b>determining eligibility for free and reduced-price meals</b>	determinar la elegibilidad para comidas gratuitas y de precio reducido
<b>Dietary Guidelines</b>	Guías Alimentarias
<b>Dietary Guidelines for Americans</b>	Guías Alimentarias para los Estadounidenses

<i><b>English</b></i>	<i><b>Spanish</b></i>
<b>D</b> <b>disability</b>	incapacidad
<b>disabled</b>	incapacitado
<b>disaster assistance</b>	asistencia en situaciones de desastre
<b>disaster assistance initiative</b>	iniciativa de asistencia en situaciones de desastre
<b>disaster feeding</b>	alimentación durante desastres
<b>disaster food stamp benefits</b>	beneficios de cupones para alimentos en situaciones de desastre
<b>disaster preparedness meetings</b>	reuniones de preparación para situaciones de desastre
<b>disaster response</b>	respuesta en situaciones de desastre
<b>District of Columbia</b>	Distrito de Columbia
<b>E</b> <b>Eat Smart, Play Hard.</b>	Aliméntate Bien y Juega Fuerte
<b>Economic Research Service (ERS)</b>	Servicio de Investigación Económica (ERS, por sus siglas en inglés)
<b>Education Department (ED)</b>	Departamento de Educación (ED, por sus siglas en inglés)
<b>educational program</b>	programa educativo
<b>elderly food package</b>	paquete de alimentos para adultos mayores
<b>elderly</b>	adultos mayores
<b>electronic benefit transfer</b>	transferencia electrónica de beneficios
<b>Electronic Benefits Transfer (EBT)</b>	Transferencia Electrónica de Beneficios (EBT, por sus siglas en inglés)
<b>Electronic Commodity Ordering System (ECOS)</b>	Sistema de Órdenes Electrónicas de Comestibles Básicos (ECOS, por sus siglas en inglés)
<b>eligible</b>	elegible
<b>eligible recipient agency</b>	agencia destinataria elegible
<b>emergency feeding organization</b>	organización proveedora de alimentos en situaciones de emergencia
<b>The Emergency Food Assistance Program (TEFAP)</b>	el Programa de Asistencia de Alimentos de Emergencia (TEFAP, por sus siglas en inglés)
<b>emergency management operations</b>	operaciones de manejo de emergencias

	<b><i>English</i></b>	<b><i>Spanish</i></b>
<b>E</b>	<b>emergency supplemental appropriations</b>	asignaciones suplementarias de emergencia
	<b>emerging</b>	surgiendo, saliendo, sacando.
	<b>end product</b>	producto final
	<b>End Product Data Schedule</b>	Calendario de Producción de Alimentos Elaborados Usando Comestibles Básicos
	<b>entitlement foods</b>	alimentos de disponibilidad garantizada
	<b>entitlement programs</b>	programas de disponibilidad garantizada
	<b>environmental</b>	ambiental
<b>F</b>	<b>Environmental Protection Agency (EPA)</b>	Agencia de Protección Ambiental (EPA, por sus siglas en inglés)
	<b>fact sheet</b>	hoja de datos
	<b>Facts About USDA Commodities for Schools</b>	Datos de los Comestibles Básicos del USDA para las Escuelas
	<b>fair share</b>	participación equitativa
	<b>faith-based organizations</b>	organizaciones religiosas
	<b>Family Department</b>	Departamento de Familia
	<b>Farm and Foreign Agricultural Services (FFAS)</b>	Los Servicios Agrícolas Domésticos y Exteriores
	<b>Farm Bill</b>	Ley Agrícola
	<b>Farm Security and Rural Investment Act of 2002</b>	La Ley de la Seguridad Agrícola e Inversiones Rurales del 2002
	<b>Farm Service Agency (FSA)</b>	Agencia de Servicios Agrícolas (FSA, por sus siglas en inglés)
	<b>farmer</b>	agricultor, granjero
	<b>Farmer's Market Nutrition Program (FMNP)</b>	Programa Nutricional de WIC en Mercados Granjeros (FMNP, por sus siglas en inglés)
	<b>farmland</b>	tierras de cultivo
	<b>Federal and State Government health agencies</b>	agencias gubernamentales federales y estatales de salud
	<b>Federal Emergency Management Agency (FEMA)</b>	Agencia Federal para el Manejo de Emergencias (FEMA, por sus siglas en inglés)
	<b>Federal Emergency Response Plan</b>	Plan Federal de Respuesta en Situaciones de Emergencia
	<b>Federal Government</b>	Gobierno federal
	<b>Federal Poverty Income Guidelines</b>	Guías Federales de Índice de Pobreza
	<b>Federal Seed Act</b>	Ley Federal de Semillas

<i><b>English</b></i>	<i><b>Spanish</b></i>
<b>F Fight BAC!®</b>	iCombata a BAC!®
<b>first in, first out (FIFO)</b>	primero en entrar, primero en salir (FIFO)
<b>fiscal year</b>	año fiscal
<b>FNS Regional Office</b>	Oficina regional de FNS
<b>FNS Field Office</b>	la oficina local del FNS (“Field Office”)
<b>FOCUS - Food Ordering Customer Service</b>	Órdenes de Alimentos - Servicio al Cliente (FOCUS, por sus siglas en inglés)
<b>Food and Drug Administration (FDA)</b>	Administración de Drogas y Alimentos de los Estados Unidos (FDA, por sus siglas en inglés)
<b>Food and Nutrition Service (FNS)</b>	Servicio de Alimentos y Nutrición (FNS, por sus siglas en inglés)
<b>Food Assistance and Nutrition Research Program (FANRP)</b>	Programa de Asistencia de Alimentos e Investigación de Nutrición (FANRP, por sus siglas en inglés)
<b>Food Assistance in Disaster Situations</b>	Asistencia Alimenticia en Situaciones de Desastre
<b>food bank</b>	banco de alimentos
<b>Food Distribution (FD)</b> (as short name for Food Distribution Division, below)	División de Distribución de Alimentos
<b>Food Distribution Division (FDD)</b>	División de Distribución de Alimentos (FDD, por sus siglas en inglés)
<b>Food Distribution Program on Indian Reservations (FDPIR)</b>	Programa de Distribución de Alimentos en Reservas Indígenas FDPIR, por sus siglas en inglés)
<b>food experts</b>	expertos en alimentos
<b>Food Guide Pyramid</b>	Guía Pirámide de Alimentos
<b>food guidance system</b>	sistema de guía de alimentos
<b>food groups</b>	grupos de alimentos
<b>food handling</b>	manejo de alimentos
<b>food insecurity</b>	inseguridad alimenticia
<b>food items</b>	artículos de comida o de alimentos
<b>Food Marketing Institute (FMI)</b>	Food Marketing Institute (Instituto de Mercadeo de Alimentos, FMI por sus siglas en inglés)

<b><i>English</i></b>	<b><i>Spanish</i></b>
<b>F Food, Nutrition, and Consumer Services (FNCS)</b>	Los Servicios de Alimentación, Nutrición, y del Consumidor (FNCS, por sus siglas en inglés)
<b>Food, Nutrition, and Information Center (of the National Agricultural Library) (FNIC)</b>	Centro de Información sobre Alimentos y Nutrición (de la Biblioteca Nacional de Agricultura) (FNIC, por sus siglas en inglés)
<b>Food Ordering and Customer Service (FOCUS)</b>	Órdenes de Alimentos - Servicio al Cliente (FOCUS, por sus siglas en inglés)
<b>food package</b>	paquete de alimentos
<b>food program</b>	programa alimenticio
<b>Food Program Reporting System</b>	Sistema de Informe de Programas Alimenticios
<b>food safety</b>	control de sanidad de alimentos
<b>food security</b>	seguridad alimenticia
<b>Food Safety and Inspection Service (FSIS)</b>	Servicio de Inocuidad e Inspección de los Alimentos (FSIS, por sus siglas en inglés)
<b>Food Safety Unit</b>	Unidad de Inocuidad en los Alimentos
<b>food service professionals</b>	profesionales en el servicio de alimentos
<b>Food Stamp Act of 1977</b>	Ley de Cupones para Alimentos de 1977
<b>food stamp benefits</b>	beneficios de cupones para alimentos
<b>food stamp electronic benefits transfer</b>	transferencia electrónica de beneficios de cupones para alimentos
<b>food stamp issuance</b>	emisión de beneficios de cupones para alimentos
<b>Food Stamp Program (FSP)</b>	Programa de Cupones para Alimentos (FSP, por sus siglas en inglés)
<b>Food Stamps Make America Stronger</b>	Cupones para Alimentos: Nuestra Salud, Nuestra Fuerza
<b>food vouchers</b>	vales para alimentos
<b>Foot-and-Mouth Disease vaccines</b>	vacunas para la aftosa
<b>For a list of foods available for FDPIR participants, click <a href="#">HERE</a></b>	Oprima AQUÍ, para una lista de alimentos disponibles para los participantes del FDPIR
<b>Foreign Agriculture Service</b>	Servicio Exterior Agrario (FAS, por sus siglas en inglés)

<b>English</b>	<b>Spanish</b>
<b>F Forest Service</b>	El Servicio Forestal (FS, por sus siglas en inglés)
<b>form</b>	formulario
<b>free and reduced-price meal</b>	comida gratuita y de precio reducido
<b>freestanding</b>	independiente
<b>Fresh Fruit and Vegetable Program</b>	Programa de Frutas y Verduras Frescas
<b>Frequently Asked Questions</b>	Preguntas frecuentes
<b>fund/funds</b>	financiar/fondos
<b>Funding Work Group (FWG)</b>	Grupo de Trabajo de Financiamiento (FWG)
<b>G go</b>	ir
<b>govern</b>	governar / reglamentar
<b>government food safety information</b>	información del gobierno sobre control de alimentos
<b>Grain Inspection, Packers and Stockyards Administration (GIPSA)</b>	Administración de Inspección de Granos, Empacadoras y Corrales de Ganado (GIPSA, por sus siglas en inglés)
<b>grant</b>	asignación
<b>grassland</b>	praderas
<b>ground</b>	tierra, terreno, suelo
<b>H Hazard Analysis and Critical Control Points (HAACP)</b>	Análisis de Riesgos y Puntos Críticos de Control (HAACP, por sus siglas en inglés)
<b>health authorities</b>	autoridades sanitarias
<b>health inspector</b>	inspector sanitario
<b>Health Resources and Services Administration (HRSA)</b>	Administración de Recursos y Servicios para la Salud (HRSA, por sus siglas en inglés)
<b>HealthierUS Initiative</b>	Iniciativa HealthierUS
<b>“Healthy Eating in Indian Country”</b>	“Alimentación Sana en Territorios Indígenas”
<b>help</b>	ayuda
<b>home [referring to Web page]</b>	inicio
<b>home-delivered nutrition services</b>	servicios de nutrición a domicilio
<b>homeless shelter</b>	refugios para personas desamparadas
<b>host family</b>	familia anfitriona
<b>household</b>	unidad familiar

	<i>English</i>	<i>Spanish</i>
H	Hunger Prevention Act of 1988	Ley de Prevención del Hambre de 1988
I	immigration and naturalization papers	documentos de inmigración y naturalización
	improve	mejorar
	improve the health of low-income pregnant and breastfeeding women	mejorar la salud de mujeres de bajos recursos embarazadas o que están amamantando
	include	incluir
	Income Eligibility Guidelines	Pautas de Elegibilidad Según los Ingresos
	income eligibility requirement	requisitos de elegibilidad según los ingresos
	Indian Tribal Organization (ITO)	Organización de Tribus Indígenas (ITO, por sus siglas en inglés)
	infants	bebés
	information	información
	Internal Revenue Service (IRS)	Servicio de Impuestos Internos (IRS, por sus siglas en inglés)
L	International Services	Servicios Internacionales
	issue	emitir
	item	artículo
	last modified	última actualización/modificación
	learn	aprender
	link	vínculo
	local education agencies	agencias educativas locales
	low-income families	Familias de bajos ingresos. Familias de bajos recursos económicos.
	low-income pregnant and breastfeeding women	mujeres de bajos recursos embarazadas o que están amamantando
	lunch	almuerzo
M	mail	correo
	manage	administrar
	management evaluations	evaluaciones administrativas
	Market Nutrition Program	Programa de Nutrición del Mercado
	Marketing and Regulatory Programs (MRP)	Programas Regulatorios y de Mercadeo
	Meals-on-Wheels	comidas a domicilio (Meals-on-Wheels)
	means test	comprobación de recursos



	<b><i>English</i></b>	<b><i>Spanish</i></b>
<b>M</b>	<b>media advisory</b>	aviso de prensa
	<b>Medicaid</b>	Medicaid (programa estatal de asistencia médica para personas de bajos recursos)
	<b>medical expense deduction</b>	deducción por gastos médicos
	<b>memorandum of understanding</b>	memorando de entendimiento
	<b>migrant children</b>	niños migrantes
<b>N</b>	<b>National Agricultural Library (NAL)</b>	Biblioteca Nacional de Agricultura (NAL, por sus siglas en inglés)
	<b>National Agricultural Statistics Service (NASS)</b>	Servicio Nacional de Estadística Agrícola (NASS, por sus siglas en inglés)
	<b>National Cancer Institute (NCI)</b>	Instituto Nacional del Cáncer (NCI, por sus siglas en inglés)
	<b>National Food Distribution</b>	Distribución Nacional de Alimentos
	<b>National Food Service Management Institute (NFSMI)</b>	instituto nacional de la administración del servicio de alimentos (NFSMI, por sus siglas en inglés)
	<b>National Institutes of Health (NIH)</b>	Institutos Nacionales de la Salud (NIH, por sus siglas en inglés)
	<b>National Policy Database</b>	Base de Datos Nacional de Políticas
	<b>National Processing Agreement</b>	Acuerdo Nacional de Procesamiento
	<b>National School Lunch Act</b>	Ley Nacional de Almuerzos Escolares
	<b>National School Lunch and School Breakfast programs</b>	Programa Nacional de Almuerzos Escolares y Programa de Desayunos Escolares
	<b>National School Lunch Program (NSLP)</b>	Programa Nacional de Almuerzos Escolares (NSLP, por sus siglas en inglés)
	<b>National Youth Sports Program</b>	programa nacional de deportes para jóvenes (unless the organization provided you with this translation, do not use initial caps)
	<b>Natural Resources and Environment</b>	Recursos Naturales y el Medio Ambiente
	<b>Natural Resources Conservation Service (NRCS)</b>	Servicio de Conservación de Recursos Naturales (NRCS, por sus siglas en inglés)
	<b>Needy Family Program</b>	Programa para Familias Necesitadas
	<b>net income test</b>	prueba de ingresos netos

<b>English</b>	<b>Spanish</b>
<b>N</b> <b>New Mexico</b>	Nuevo México
<b>No Child Left Behind</b>	“Que ningún niño se quede atrás”
<b>non-ambulatory</b>	no ambulatorio
<b>nonfat dry milk</b>	leche en polvo descremada
<b>Nutrition Assistance Program (NAP)</b>	Programa de Asistencia Nutricional (NAP, por sus siglas en inglés) [Food Stamp Program in Puerto Rico]
<b>nutrition assistance block grants</b>	asignaciones en bloque para asistencia nutricional
<b>Nutrition Assistance Programs</b>	Programas de Asistencia Nutricional
<b>nutrition education grants</b>	asignaciones para la educación en nutrición
<b>Nutrition Education Program</b>	Programa de Educación Nutricional
<b>nutrition education strategies</b>	estrategias para la educación en nutrición. estrategias de educación nutricional.
<b>Nutrition Program for the Elderly (NPE)</b>	Programa de Nutrición para Adultos Mayores (NPE, por sus siglas en inglés)
<b>nutrition risk</b>	riesgo nutricional
<b>Nutrition Service Incentive Program (NSIP)</b>	Programa de Incentivos para Servicios de Nutrición (NSIP, por sus siglas en inglés)
<b>nutritionally balanced</b>	nutritivamente balanceada
<b>O</b> <b>Offer vs. Serve</b>	Offer vs. Serve
<b>Office of Analysis, Nutrition, and Evaluation (OANE)</b>	Oficina de Análisis, Nutrición, y Evaluación
<b>Office of Civil Rights</b>	Oficina de los Derechos Civiles
<b>Office of Communications</b>	Departamento de Comunicaciones
<b>Office of Research, Nutrition, and Analysis (ORNA)</b>	Oficina de Evaluación, Nutrición, y Análisis (ORNA, por sus siglas en inglés)
<b>older adults</b>	adultos mayores
<b>Older Americans Act of 2000 (OAA)</b>	Ley para Adultos Mayores Estadounidenses del 2000
<b>One-Stop Service Center</b>	Centro de Servicios Integrados
<b>outline</b>	v. delinear; s. bosquejo
<b>outreach worker</b>	consejero(a)
<b>outreach activities</b>	actividades promocionales

	<b><i>English</i></b>	<b><i>Spanish</i></b>
<b>P</b>	<b>pack date</b>	fecha de envasado
	<b>parent</b>	padre/madre
	<b>partner</b>	v. socio, adj. asociado
	<b>partners</b>	organizaciones aliadas
	<b>Partnership for Food Safety Education</b>	Alianza para la Educación sobre la Seguridad de los Alimentos
	<b>pay</b>	pagar
	<b>payment accuracy rate</b>	tasa de pagos correctos
	<b>peach</b>	durazno, melocotón
	<b>period</b>	período
	<b>Perishable Agricultural Commodities Act</b>	Ley de Comestibles Básicos Agrícolas Perecederos
	<b>Personal Responsibility and Work Opportunity Reconciliation Act of 1997 (PRWORA)</b>	Ley de Responsabilidad Personal y Oportunidad Laboral de 1997 (PRWORA, por sus siglas en inglés)
	<b>pilot project</b>	proyecto piloto, guía, etc.
	<b>Plant Protection and Quarantine (PPQ)</b>	Servicio de Protección y Cuarentena Vegetal
	<b>policy</b>	política
	<b>posters</b>	afiches
	<b>prescreening tool</b>	formulario electrónico interactivo de preevaluación
	<b>press advisory</b>	aviso de prensa
	<b>press release</b>	comunicado de prensa
	<b>printer-friendly</b>	imprimible
	<b>processing program</b>	programa de procesamiento
	<b>processor</b>	procesador
	<b>procurement process</b>	proceso de compra
	<b>Produce for Better Health Foundation</b>	Do not translate this or any other trademarked organization name unless the organization can provide a preferred translation (you can provide an equivalent after the English name, maybe in quotes but not using initial caps; here the translator had suggested “la fundación de productos agrícolas para una mejor salud”).
<b>Program Description Fact Sheet</b>		Hoja Informativa del Programa

	<b><i>English</i></b>	<b><i>Spanish</i></b>
<b>P</b>	<b>public and private nonprofit schools that provide meals to students</b>	escuelas públicas y privadas sin fines de lucro que suministran comida a los estudiantes
	<b>public charge</b>	carga pública
	<b>Putting Healthy Food Within Reach</b>	Alimentos Saludables a Su Alcance
<b>R</b>	<b>rancher</b>	ranchero
	<b>Rapid Food Response System</b>	Sistema de Respuesta Alimenticia Rápida
	<b>rate [as in “error rate,” not “interest rate”]</b>	tasa
	<b>reach out</b>	alcanzar / llegar
	<b>recall</b>	retiro
	<b>recipient</b>	destinatario, participante (depending on context - use destinatario(a) for an agency, organization, or office; participante for person receiving program benefits )
	<b>recipient agency</b>	agencia destinataria
	<b>recipient agency agreement</b>	acuerdo de agencia destinataria
	<b>referral</b>	recomendación
	<b>regulation</b>	reglamento
	<b>reimbursable meal</b>	comida reembolsable
	<b>report</b>	informe
	<b>request</b>	solicitud
	<b>Research, Education, and Economics (REE)</b>	Investigación, Educación, y Economía
	<b>reside</b>	residir
	<b>retail</b>	detallista (negociante) al por menor (establecimientos)
	<b>return</b>	volver
	<b>“A River of Recipes: Native American Recipes Using Commodity Foods”</b>	“Un Río de Recetas: Recetas Indígenas Usando Comestibles Básicos”
	<b>Rural Development (RD)</b>	Desarrollo Rural
<b>S</b>	<b>safe food</b>	alimentos seguros
	<b>safe food handling</b>	precauciones al preparar alimentos
	<b>safe food preparation</b>	Seguridad de Preparación de Alimentos. Precauciones al preparar (los) alimentos
	<b>School Breakfast Program (SBP)</b>	Programa de Desayunos Escolares (SBP, por sus siglas en inglés)

<i><b>English</b></i>	<i><b>Spanish</b></i>
<b>S</b>	
<b>School Food Service</b>	Servicio de Alimentos en las Escuelas
<b>School Food Service Professionals</b>	Profesionales de Servicio de Alimentos en las Escuelas
<b>School Lunch Program</b>	Programa de Almuerzos Escolares
<b>School Nutrition Association (SNA)</b>	Asociación de Nutrición Escolar (SNA, por sus siglas en inglés)
<b>schools</b>	escuelas
<b>Schools and CNP Policy Memorandum Database</b>	Base de Datos de Circulares de Política para Escuelas y Programas de Nutrición para Niños (CNP)
<b>Secretary of Agriculture</b>	Secretario(-ia) de Agricultura
<b>self-inspection</b>	autoinspección
<b>self-inspection checklist</b>	lista de verificación para/de autoinspección
<b>sell-by date</b>	fecha límite de venta
<b>Senior Farmers' Market Nutrition Program (SFMNP)</b>	Programa Nutricional de Mercados Granjeros para Adultos Mayores (SFMNP, por sus siglas en inglés)
<b>set the tone</b>	establecer el estilo/la manera
<b>shelter</b>	refugio
<b>shelters</b>	centros o casas de refugio
<b>shore up</b>	reforzar
<b>site</b>	lugar
<b>snack</b>	merienda
<b>snacks</b>	meriendas
<b>SNAP (Supplemental Nutrition Assistance Program)</b>	acronym is not translated — use SNAP (can say las siglas en inglés de Supplemental Nutrition Assistance Program)
<b>social security</b>	seguro social
<b>Social Security Administration (SSA)</b>	El Seguro Social (SSA, por sus siglas en inglés)
<b>soup kitchens and food pantries</b>	comedores de beneficencia y despensas (o bancos) de alimentos
<b>Special Milk Program</b>	Programa Especial de Leche
<b>Special Supplemental Nutrition Program for Women, Infants and Children (WIC)</b>	Programa Especial de Nutrición Suplementaria para Mujeres, Bebés y Niños (WIC, por sus siglas en inglés)
<b>speech</b>	discurso

<b>English</b>	<b>Spanish</b>
<b>S</b> <b>sponsoring organization</b>	organización patrocinadora
<b>standard</b>	estándar
<b>standard form</b>	formulario estándar
<b>State</b>	estado
<b>State agencies</b>	agencias estatales
<b>State agencies on aging</b>	agencias estatales de adultos mayores
<b>State agreement</b>	acuerdo estatal
<b>State Distributing Agency</b>	Agencia de Distribución Estatal
<b>State distributing agency update home page</b>	directorio actualizado de agencias estatales de distribución
<b>State Master Agreement</b>	Plantilla de Acuerdo Estatal
<b>State Office of Emergency Services</b>	Oficina Estatal de Servicios de Emergencia
<b>State processing program</b>	programa de procesamiento estatal
<b>stewards (of land)</b>	administradores
<b>stocks</b>	reservas
<b>streamline</b>	simplificar
<b>suggest that you contact your State distributing agency</b>	se sugiere que se ponga en contacto con el organismo distribuidor de su estado
<b>Summer Food Service Program (SFSP)</b>	Programa de Servicio de Alimentos de Verano (SFSP, por sus siglas en inglés)
<b>supplemental assistance</b>	ayuda suplementaria
<b>Supplemental Nutrition Assistance Program (SNAP)</b>	The program name is not translated, nor is the acronym. Use in English.
<b>Supplemental Security Income</b>	Ingreso de Seguridad Suplementario
<b>supporting (documents, materials)</b>	(documentos, materiales) respaldatorios
<b>surplus commodities</b>	comestibles básicos en excedente
<b>T</b> <b>talking points</b>	temas de interés
<b>target population</b>	población de enfoque
<b>Team Nutrition Training Programs</b>	programas de entrenamiento del Equipo Nutrición
<b>TEFAP is administered at the Federal level by the Department</b>	TEFAP es administrado a nivel federal por el Departamento
<b>temperature (e.g., 325 °F)</b>	render as is, in Fahrenheit (not Celsius)

	<b>English</b>	<b>Spanish</b>
<b>T</b>	<b>Temporary Assistance for Needy Families (TANF)</b>	Asistencia Temporal a Familias Necesitadas (TANF, por sus siglas en inglés)
	<b>Temporary Emergency Food Assistance Program — also see “The Emergency Food Assistance Program” below (TEFAP before 1990)</b>	[before 1990] Programa Temporal de Asistencia de Alimentos de Emergencia (TEFAP, por sus siglas en inglés)
	<b>Territories and Possessions and areas under Its jurisdiction</b>	Territorios, Posesiones y areas bajo su jurisdicción
	<b>the Agency</b>	La Agencia
	<b>The Emergency Food Assistance Program (TEFAP 1990 forward)</b>	el Programa de Asistencia de Alimentos de Emergencia [1990 forward does not say “temporary”]
	<b>toll-free number</b>	número gratuito/sin cargo
	<b>toolkit</b>	Estuche de materiales
	<b>trade expansion</b>	desarrollo comercial
	<b>training initiatives</b>	iniciativas de capacitación
	<b>trans fats</b>	grasas trans
	<b>trillion</b>	billón (1012)
<b>U</b>	<b>U.S. Department of Agriculture (USDA)</b>	Departamento de Agricultura de los Estados Unidos (USDA, por sus siglas en inglés); after first mention can also be shortened to “Departamento de Agricultura de EE.UU.”
	<b>U.S. Department of Health and Human Services (HHS)</b>	Departamento de Salud y Servicios Humanos de los Estados Unidos
	<b>U.S. Warehouse Act</b>	Ley de Almacenamiento de Estados Unidos
	<b>underserved</b>	(personas/grupos) de baja participación / en desventaja
	<b>undertake</b>	emprender, encargarse de, comprometerse a, etc.
	<b>unfetter (unfettered)</b>	liberar (libre), desencadenar, etc...
	<b>United States Department of Agriculture (USDA)</b>	Departamento de Agricultura de los Estados Unidos (USDA, por sus siglas en inglés); after first mention can also be shortened to “Departamento de Agricultura de EE.UU.”
	<b>USDA Agricultural Marketing Service</b>	Servicio de Promoción Agrícola del USDA

	<b>English</b>	<b>Spanish</b>
<b>U</b>	<b>USDA commodity hold and recall procedures</b>	procedimientos de control y retiro de comestibles básicos del USDA
	<b>USDA Food and Nutrition Service</b>	Servicio de Alimentos y Nutrición del USDA
	<b>USDA foods available</b>	alimentos disponibles del USDA
	<b>USDA Natural Disaster Assistance</b>	Ayuda del USDA en Desastres Naturales
	<b>use-by date</b>	fecha de vencimiento
<b>V</b>	<b>vegetables</b>	verduras
	<b>Virgin Islands</b>	Islas Vírgenes
	<b>voucher</b>	vale
<b>W</b>	<b>waiver</b>	dispensación
	<b>wasting diseases</b>	enfermedades devastadoras
	<b>Web site</b>	página web
	<b>welcome (SNAP Benefits)</b>	For "SNAP benefits welcome" use "tarjeta SNAP bienvenida; for "stores that welcome SNAP benefits" use "tiendas que brindan los beneficios de SNAP"
	<b>welfare</b>	bienestar público o asistencia pública (depending on context)
	<b>welfare department</b>	departamento de asistencia pública
	<b>welfare reform act</b>	ley de reforma de asistencia pública
	<b>wetlands</b>	manglares
	<b>WIC Farmers' Market Nutrition Program</b>	Programa Nutricional en Mercados Granjeros para Mujeres, Bebés y Niños de WIC
	<b>WIC Program</b>	Programa WIC
	<b>(WIC) Special Supplemental Nutrition Program for Women, Infants, and Children</b>	Programa Especial de Nutrición Suplementaria para Mujeres, Bebés y Niños (WIC, por sus siglas en inglés)
	<b>workforce</b>	fuerza laboral
	<b>working poor</b>	personas de bajos recursos con empleo
<b>#</b>	<b>70 °F</b>	70 °F (no Celsius equivalent)



# Resources

## Informational SNAP Resources Translated into 36 Languages

Five basic SNAP documents have been translated into 36 languages and are easily downloadable for simple copying and distribution. An “I Speak” document is also available which allows a person to indicate to a caseworker or advocate what language he or she speaks so that accommodations can be made.

The following documents are available:

- **Questions and Answers About Getting and Using SNAP SNAP313**  
A brochure that provides useful information about SNAP.
- **“Public Charge”**  
A notice to reassure immigrants that receiving SNAP benefits will not make them public charges, so that it will not affect their immigration status.
- **“Immigrant Eligibility Questions and Answers”**  
A series of facts for immigrants about SNAP eligibility, based on changes in the 2002 Farm Bill.
- **“Documents Needed to Apply for SNAP”**  
A list (in English and the target language) of documents that may be needed to prove eligibility for SNAP benefits.
- **“Fact Sheet on Eligibility”**  
Ten facts about SNAP for elderly (60 and older) and disabled persons.
- View and download at  
<http://www.fns.usda.gov/snap/outreach/translations.htm>

## “10 Steps to Help You Fill Your Grocery Bag Through the SNAP Program”

This low-literacy flier outlines 10 steps to follow to apply for SNAP benefits. Also available in Spanish. View and download PDF version:

<http://foodstamp.ntis.gov/>

## SNAP Application Envelope

Help potential recipients compile all of the necessary materials to apply for benefits with this handy envelope featuring a checklist of verification documents. Also available in Spanish.

Order copies online at <http://foodstamp.ntis.gov/>.

*Document number SNAP-02 (comes with SNAP-01, “10 Steps to Help You Fill Your Grocery Bag Through the Food Stamp Program.”)*

## SNAP Photo Library

Groups are encouraged to download photographs for use in communicating SNAP nutrition education and outreach messages. FNS requests that these pictures be used only for promotion, information, and education purposes of a nonprofit nature.

Download at [www.grande.nal.usda.gov/foodstamp\\_album.php](http://www.grande.nal.usda.gov/foodstamp_album.php).

Order print-quality files by contacting FNS directly.

## “Community Hunger Champions—Helping People Eat Right When Money’s Tight” Video

This eight-minute video introduces influencers at the regional, State and local levels to the SNAP Media Campaign, familiarizes viewers with campaign messages, and showcases the important role eligibility workers play in ensuring eligible individuals obtain SNAP benefits. This video is a companion piece to the toolkit and will help eligibility workers and community partners understand how they can work together and utilize the outreach materials developed by FNS.

[Download video](#)

## SNAP Logo Guidelines

The SNAP logo may be applied to program materials used for identification, public notification and awareness, nutrition education, and outreach. The SNAP logo may be used by those administering SNAP, including the 53 State SNAP agencies and their counterparts at the local and county levels, for purposes consistent with SNAP statutes, regulations, and policies. Other organizations, such as nonprofit organizations and authorized SNAP retailers engaged in SNAP outreach or nutrition education, may use the SNAP logo for noncommercial educational and outreach purposes when such uses are a public service and contribute to public information and education concerning SNAP. FNS has developed guidelines for using the SNAP logo.

Download logo guidelines at <http://www.fns.usda.gov/snap/roll-out/logo.pdf>

### ENGLISH



### SPANISH



# General SNAP Outreach Resources

## General Information

### Main SNAP Web page

A starting point for general information about SNAP.

[www.fns.usda.gov/snap/](http://www.fns.usda.gov/snap/)

### History of the SNAP Program

Provides a brief history of SNAP from 1939 to the present.

<http://www.fns.usda.gov/snap/rules/Legislation/about.htm>

### Legislation, Rules, Waivers, and Certification Policy

Includes a waiver database showing which States have received waivers of sections of SNAP rules for specific purposes or to accommodate local conditions.

[http://www.fns.usda.gov/snap/government/legislation\\_rules\\_cert.htm](http://www.fns.usda.gov/snap/government/legislation_rules_cert.htm)

### USDA Center for Faith-Based and Community Initiatives

Background information about USDA's initiatives for faith-based and community organizations.

[www.usda.gov/fbci](http://www.usda.gov/fbci)

## Research Studies

### Office of Research and Analysis (ORA)

Regularly released research studies that might prove useful in your outreach efforts. For the latest research and studies issued by the Food and Nutrition Service visit:

<http://www.fns.usda.gov/ora>

## SNAP Communication Tools

### Main SNAP Outreach Web page

A starting point for information about SNAP outreach including information about developing and submitting an optional State SNAP outreach plan for FNS approval; the SNAP outreach coalition; and promising outreach practices.

[www.fns.usda.gov/snap/outreach/default.htm](http://www.fns.usda.gov/snap/outreach/default.htm)

### SNAP Radio PSAs

A compilation of USDA's SNAP radio public service announcements.

<http://www.fns.usda.gov/snap/outreach/radio/default.htm>

### SNAP TV PSAs

Two 30-second video public service announcements (PSAs) in English and Spanish. They are suitable for both TV and in-store broadcast and can also be used in meetings and presentations.

<http://www.fns.usda.gov/snap/outreach/psas.htm>

### Radio Novelas

A compilation of 10 two-minute Spanish public service announcements in the form of radio novelas or miniseries.

<http://www.fns.usda.gov/fsp/outreach/radio/default.htm>

### SNAP Newsletter Article

A prewritten newsletter article to use in informing your clients of the new SNAP name.

<http://www.fns.usda.gov/snap/roll-out/newsletter-article.pdf>

### SNAP Newsletter Paragraph

A prewritten newsletter paragraph to use in informing your clients of the new SNAP name.

<http://www.fns.usda.gov/snap/roll-out/newsletter-paragraph.pdf>

# General SNAP Outreach Resources

## Other SNAP Outreach Resources

### SNAP State Policy Guidance

FNS provides guidance on implementing program policy to State SNAP agencies through memos to its seven regional offices.

<http://www.fns.usda.gov/snap/outreach/guidance/stateplan.htm>

The regional offices distribute the guidance to the State agencies with which they work.

[http://www.fns.usda.gov/snap/government/certification\\_policy.htm](http://www.fns.usda.gov/snap/government/certification_policy.htm)

### SNAP Outreach Coalition Information

A core group of national antihunger advocacy groups, and other groups interested in promoting the health and nutrition benefits of SNAP. These organizations work to end hunger and improve nutrition at the national level through both advocacy and outreach to local antihunger projects.

<http://www.fns.usda.gov/snap/outreach/default.htm>

### USDA Grant Information

Information about past and future research grants given by USDA to nonprofit organizations and others to improve access to SNAP by low-income persons and families.

[www.fns.usda.gov/snap/outreach/grants.htm](http://www.fns.usda.gov/snap/outreach/grants.htm)

### Hunger Champions Information and Applications

Established to honor local offices that provide exemplary service in assisting eligible clients to obtain SNAP benefits.

<http://www.fns.usda.gov/snap/outreach/default.htm>

### Broad-based Categorical Eligibility

<http://www.fns.usda.gov/snap/rules/Memo/2010/121809.pdf>

## Prescreening and Application Assistance

### FNS Prescreening Tool (Step 1)

This simple, low-literacy online prescreening tool enables users to input their information privately and, based on their information, tells them if they might be eligible for SNAP benefits and how much they might receive.

<http://www.snap-step1.usda.gov/fns/>

### Links to Downloadable SNAP

#### Applications and Local Office Locators

Features a United States map. Click on a State to find links to that State's downloadable SNAP application, links to local office locators, and list of outreach providers.

<http://www.fns.usda.gov/snap/outreach/map.htm>

### Combined Application Project (CAP)

As part of FNS' priority to improve access to SNAP, the agency is working in collaboration with regional offices, States and the Social Security Administration (SSA) to increase access to the nutrition benefits offered by SNAP for elderly and disabled populations receiving Supplemental Security Income (SSI). The Combined Application Project (CAP) demonstrations make it much easier for the elderly and disabled SSI recipients to receive SNAP benefits by reengineering the SNAP application process and eliminating the need for this population to visit the local SNAP office.

<http://www.fns.usda.gov/snap/government/program-improvement.htm>

## Research, Data, and Statistics

### SNAP Participation Data

Features data and studies about participation in SNAP and the characteristics of households receiving SNAP benefits. Also includes evaluation reports for past FNS outreach grant programs from 1993-1994 (see “Food Stamp Client Enrollment Assistance Demonstration Projects: Final Evaluation Report, July 1999”) and 2001 (see “Research Grants to Improve SNAP Access Through Partnerships and Technology: 2001 Program Evaluation Summary – September 2004”).  
<http://www.fns.usda.gov/oane/MENU/Published/SNAP/participation.htm>

### Economic Impact of SNAP Benefits

Links to studies about the economic benefits of SNAP. The research was conducted by USDA's Economic Research Service (ERS), which is USDA's main source of economic information.  
<http://www.fns.usda.gov/snap/outreach/business-case.htm>

### Impact of Food Assistance on Nutrition and Health

A comprehensive review that compiles and synthesizes published research about the impact of domestic food assistance programs on participants' nutrition and health outcomes. There are several volumes to the report.  
[www.ers.usda.gov/publications/fanrr19%2D3?](http://www.ers.usda.gov/publications/fanrr19%2D3?)

### United States Census Bureau

Vast amounts of data on income and poverty levels, including data by county and State.  
[www.census.gov](http://www.census.gov)

## Nutrition Education

### SNAP Nutrition Connection

Features resources related to SNAP nutrition education including lists of State and local SNAP nutrition education cooperators (“State Gates”).  
[http://snap.nal.usda.gov/nal\\_display/index.php?tax\\_level=1&info\\_center=15](http://snap.nal.usda.gov/nal_display/index.php?tax_level=1&info_center=15)

### Eat Smart. Play Hard.™

FNS campaign to motivate children to be active and eat healthy. Features fun activities for kids and information for caregivers. Free materials available.  
<http://teamnutrition.usda.gov/Resources/eatsmartmaterials.html>

### Nutrition Education Resources

Links to national SNAP nutrition education resources including guidance for developing an optional State nutrition education plan and submitting it for FNS approval.  
<http://snap.nal.usda.gov/>

### Success And Challenges In Delivering Nutrition Education To Low Income Older Adults

A PowerPoint presentation advising outreach providers on how to effectively educate low-literacy older adults about good nutrition.  
<http://www.fns.usda.gov/ora/menu/NNEC/Files/Presentations/DeliveringNutEdOlderAdults.pdf>

## Information for Retailers

### General SNAP Information for Food Retailers

Main source of information about SNAP for food retailers including information about how to become an authorized retailer, frequently asked questions, and tips for food retailers about outreach.  
<http://www.fns.usda.gov/snap/retailers/merchants.htm>

## Organizations Serving Older Adults

*Please note that this is a sampling of organizations serving older Americans and not a complete list.*

### The Administration on Aging (AoA)

An agency in the U.S. Department of Health and Human Services, is one of the nation's largest providers of home- and community-based care for older persons and their caregivers. This network, serving about 7 million older persons and their caregivers, consists of 56 State Units on Aging; 655 Area Agencies on Aging; 233 Tribal and Native organizations; two organizations that serve Native Hawaiians; 29,000 service providers; and thousands of volunteers. These organizations provide assistance and services to older individuals and their families in urban, suburban, and rural areas throughout the United States.

[www.aoa.gov](http://www.aoa.gov)

### Centers for Medicare & Medicaid Services (CMS)

The CMS is a federal agency within the U.S. Department of Health and Human Services. CMS runs the Medicare and Medicaid programs - two national health care programs that benefit about 75 million Americans.

<http://www.cms.hhs.gov>

### Leadership Council of Aging Organizations

A large coalition of the nation's nonprofit organizations serving older Americans. There is a 56 member association which is diverse and dedicated to preserving and strengthening the well-being of America's older population. This national organization advocates on behalf of seniors and their families in the ongoing national debate on aging policy.

[www.lcao.org](http://www.lcao.org)

### Social Security Administration

The Social Security Administration (SSA) provides retirement and disability benefits to eligible Americans. Retirement benefits start at age 62 and are based on your average earnings during a lifetime of work under the Social Security system. SSA is responsible for two major programs that provide benefits based on disability: Social Security Disability Insurance (SSDI), which is based on prior work under Social Security, and Supplemental Security Income (SSI). Under SSI, payments are made on the basis of financial need. SSI disability benefits are payable to adults or children who are disabled or blind, have limited income and resources, meet the living arrangement requirements, and are otherwise eligible. SSDI benefits are payable to blind or disabled workers, widow(er)s, or adults disabled since childhood, who are otherwise eligible.

<http://www.ssa.gov>

### National Association of Area Agencies on Aging (N4A)

N4A is the umbrella organization for the 655 area agencies on aging (AAAs) and more than 230 Title VI Native American aging programs in the U.S. Through its presence in Washington, D.C., N4A advocates on behalf of the local aging agencies to ensure that needed resources and support services are available to older Americans.

[www.n4a.org](http://www.n4a.org)

### AARP Foundation

Founded in 1958, AARP Foundation is a nonprofit, nonpartisan membership organization that helps people 50 and over improve the quality of their lives.

[www.aarp.org](http://www.aarp.org)

### **National Association of Nutrition and Aging Services Programs (NANASP)**

NANASP is a professional membership organization with members drawn primarily from persons working in or interested in the field of aging, community-based services, and nutrition and the elderly. Founded in the 1970s, NANASP is one of the leadership organizations in that it helps shape national policy, trains service providers, and advocates on behalf of older adults.  
[www.nanasp.org](http://www.nanasp.org)

### **National Council on Aging**

A nonprofit service and advocacy organization. Brings together nonprofit organizations, businesses and government to develop creative solutions that improve the lives of all older adults.  
[www.ncoa.org](http://www.ncoa.org)

### **BenefitsCheckUp**

Developed and maintained by The National Council on Aging (NCOA), *BenefitsCheckUp* is the nation's most comprehensive Web-based service to screen for benefits programs for seniors with limited income and resources. *BenefitsCheckUp* helps older adults find and enroll in federal, State, local and private programs that help pay for prescription drugs, utility bills, meals, health care and other needs.  
[www.benefitscheckup.org](http://www.benefitscheckup.org)

### **Elder Care Locator**

The Eldercare Locator is a public service of the U.S. Administration on Aging. The Eldercare Locator is the first step to finding resources for older adults in any U.S. community. Just one phone call or Web site visit instantly connects individuals to eldercare resources in their communities.  
[www.eldercare.gov](http://www.eldercare.gov)

### **Community Transportation Association (CTA)**

Transportation planning and coordination, supported with sufficient investment in transit alternatives, can help communities more effectively and efficiently meet the needs of their seniors and ensure their essential place in community life.  
[www.ctaa.org](http://www.ctaa.org)

### **Senior Corps, Corporation for National and Community Service (CNCS)**

Senior Corps is a program of the Corporation for National and Community Service, an independent federal agency created to connect Americans of all ages and backgrounds with opportunities to give back to their communities and their nation. Senior Corps offers a network of programs that tap the rich experience, skills and talents of older citizens to meet community challenges. Among these programs is the Senior Companion Program which brings together volunteers age 55 and over with adults in their community who have difficulty with the simple tasks of day-to-day living. Companions help out on a personal level by assisting with shopping and light chores, interacting with doctors, or just making a friendly visit.  
[www.seniorcorps.gov](http://www.seniorcorps.gov)

## Additional Organizations

### **Meals on Wheels Association of America (MOWAA)**

MOWAA represents those who provide congregate and home-delivered meals services to people in need.

Most members are executive directors, Registered or Licensed Dietitians, volunteer coordinators, or nutrition directors at Meals-On-Wheels and congregate programs.

Membership in MOWAA is diverse.

[www.mowaa.org](http://www.mowaa.org)

### **Families USA**

A national nonprofit, nonpartisan organization dedicated to the achievement of high-quality, affordable health care for all Americans.

[www.familiesusa.org](http://www.familiesusa.org)



# SNAP Outreach Media Contacts

## National

### National Headquarters

3101 Park Center Drive  
Alexandria, VA 22302

### Media Team

703-305-2281

Pat Seward  
SNAP Media Contract Coordinator  
[Pat.Seward@fns.usda.gov](mailto:Pat.Seward@fns.usda.gov)

## Northeast Region

(ME, NH, VT, MA, RI, CT, NY):

### Northeast Regional Office

10 Causeway Street, Room 501  
Boston, MA 02222-1069  
617-565-6370

## Mid-Atlantic Region

(PA, MD, DE, NJ, PR, VA, VI, WV):

### Mid-Atlantic Regional Office

Mercer Corporate Park  
300 Corporate Blvd.  
Robbinsville, NJ 08691-1518  
609-259-5025

## Midwest Region

(IL, IN, MI, MN, OH, WI):

### Midwest Regional Office

77 West Jackson Blvd., 20th floor  
Chicago, IL 60604-3507  
312-353-6664

## Southeast Regional Office

(AL, FL, GA, KY, MI, NC, SC, TN):

### Southeast Regional Office

61 Forsyth St. SW, Room 8T36  
Atlanta, GA 30303-3427  
404-562-1801

## Mountain Plains Region

(CO, IA, KS, MO, MT, NE, ND, SD, UT, WY):

### Mountain Plains Regional Office

1244 Speer Blvd., Suite 903  
Denver, CO 80204-3581  
303-844-0300

## Southwest Region

(AR, LA, TX, NM, OK):

### Southwest Regional Office

1100 Commerce St., Room 555  
Dallas, TX 75242-9800  
214-290-9800

## Western Region

(AZ, CA, OR, WA, AK, HI, ID, NV, Guam, Mariana Islands, Amer. Samoa):

### Western Regional Office

90 Seventh St., Suite 10-100  
San Francisco, CA 94103  
415-705-1310

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**George Matics**, Cardenas Markets, Inc., Ontario, CA

**Rich Savner**, Pathmark Stores, Inc., Carteret, NJ

**Dennis Barrett**, Hunger Fellow, 2005

**Laura Tatum**, Hunger Fellow, 2005

**Barbara Hallman**, Washington, DC

**Carl Asikainen**, End Hunger Connecticut, Hartford, CT

## Organizations:

**American Public Human Services Association**, Washington, DC

**Capital Area Food Bank**, Washington, DC

**Community Action Partnership for Madison County, Inc.**, Morrisville, NY

**FoodChange**, New York, NY

**Fresno Metro Ministry**, Fresno, CA

**Human Services Coalition of Dade County, Inc.**, Miami, FL

**Project Bread – The Walk for Hunger**, Boston, MA

**United Way of New York City**, New York, NY

**Urban Justice Center**, New York, NY

**SNAP Outreach Coalition Members**

**USDA FNS Regional Offices**

**Vermont Campaign to End Childhood Hunger**, Burlington, VT

**Watertown Tab**, Watertown, MA